WEBTRENDS

Copy of NCER RFA

Web Log Analysis Monthly Report December 2003

Report Range:12/01/2003 00:00:00 – 12/31/2003 23:59:59

WEBTRENDS

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Overview Dashboard

This displays key graphs and tables that provide an overview of the entire report. Click on the title of a graph or table to navigate to the corresponding page.

Visits Trend

Visit Summary

Visits	16,089
Average per Day	519
Average Visit Length	00:09:25
Median Visit Length	00:02:29
International Visits	2.93%
Visits of Unknown Origin	53.45%
Visits from Your Country: United States (US)	43.62%
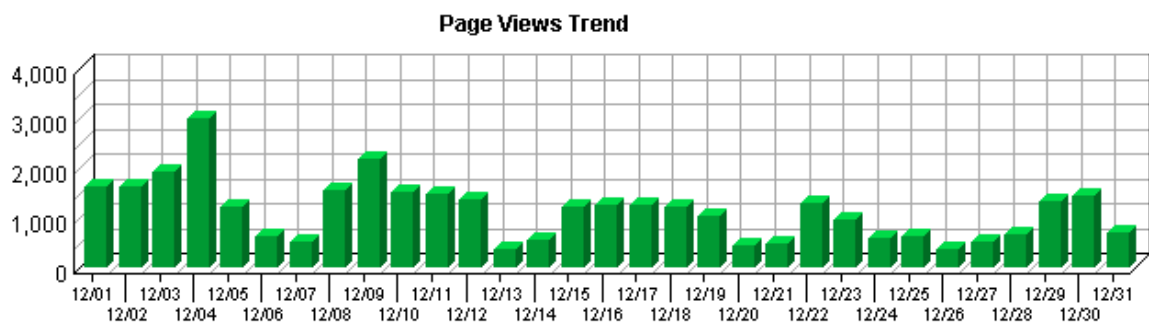
Page Views Trend

Page View Summary

Page Views	34,947
Average per Day	1,127
Average Page Views per Visit	2.17

Visitors Trend
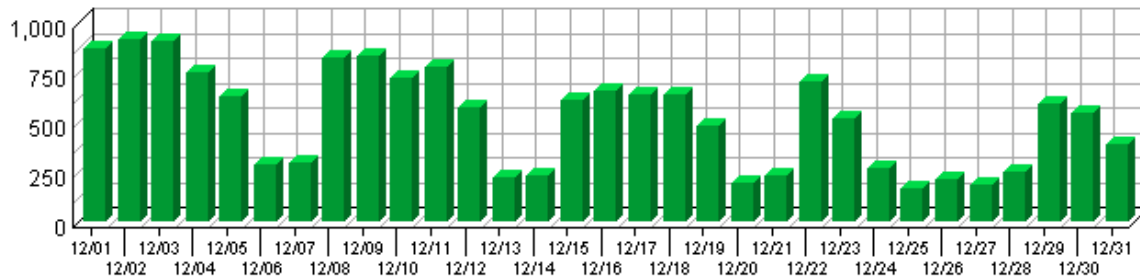
Visitor Summary

Unique Visitors	10,869
Visitors Who Visited Once	9,022
Visitors Who Visited More Than Once	1,847
Average Visits per Visitor	1.48

Hits Trend
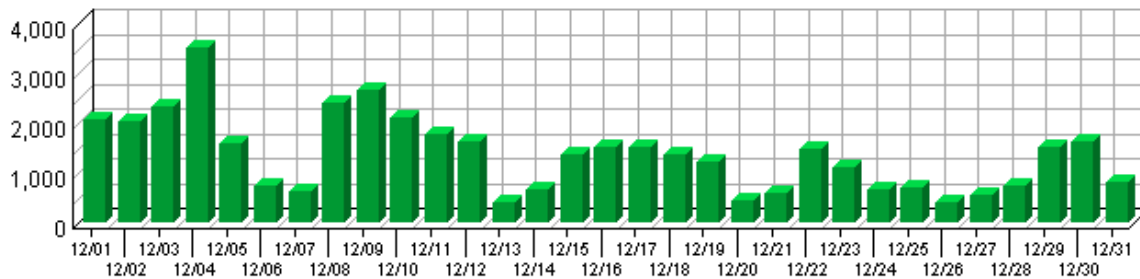
Hit Summary

Successful Hits for Entire Site	42,236
Average Hits per Day	1,362
Home Page Hits	7,252

Marketing Dashboard

This dashboard summarizes important information related to online marketing activity.

Visits by Referring Site

Visitors Trend
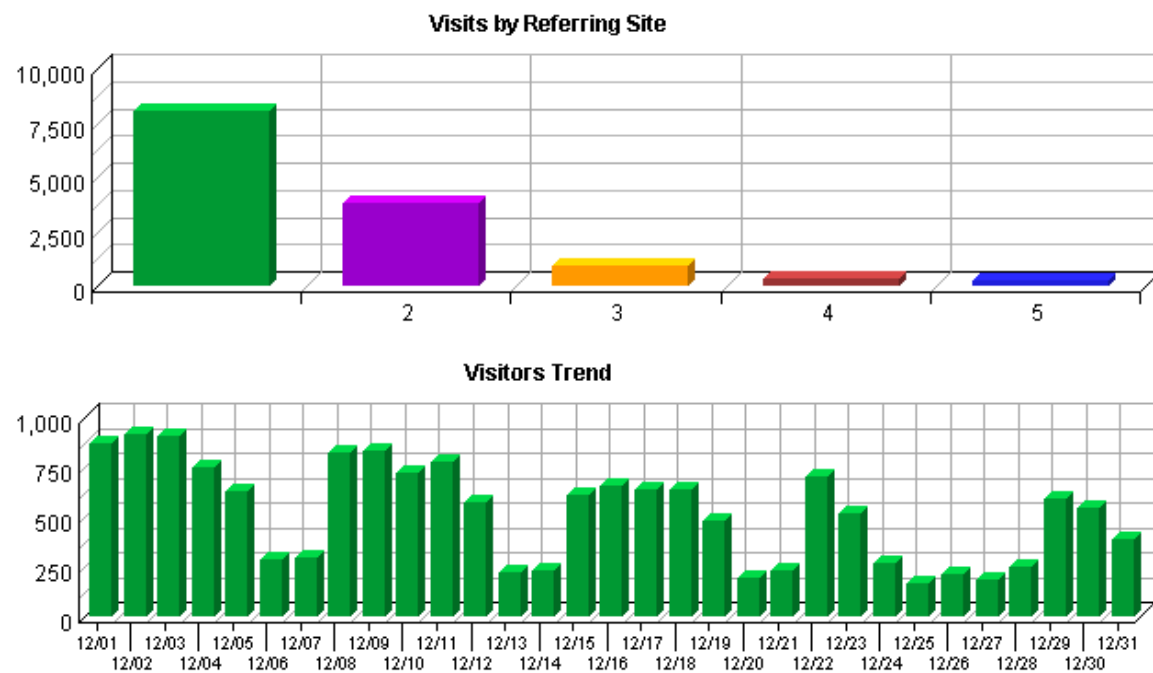
Referrers Dashboard

The table includes statistics on the total activity for this server during the reporting period. All dates and times refer to the location of the system running the analysis.

Visits by Referring Site

Visits by Referring Domain

Visits by Referring Page
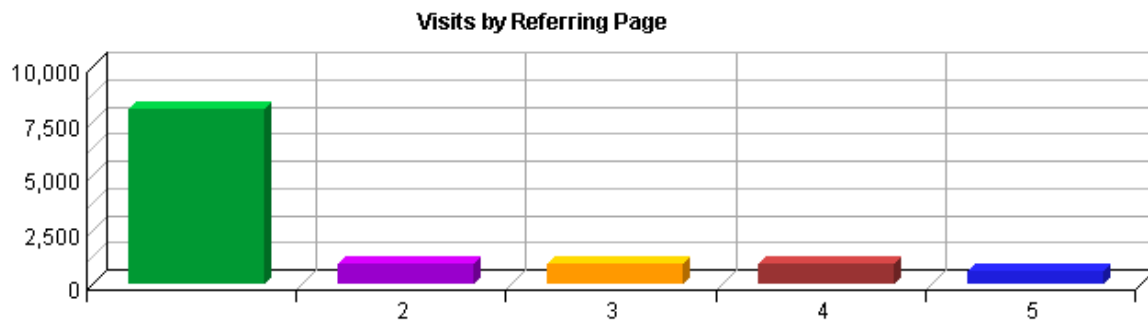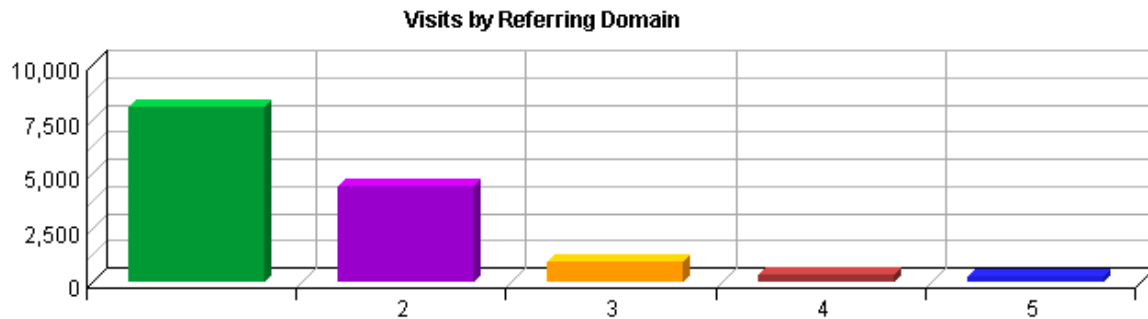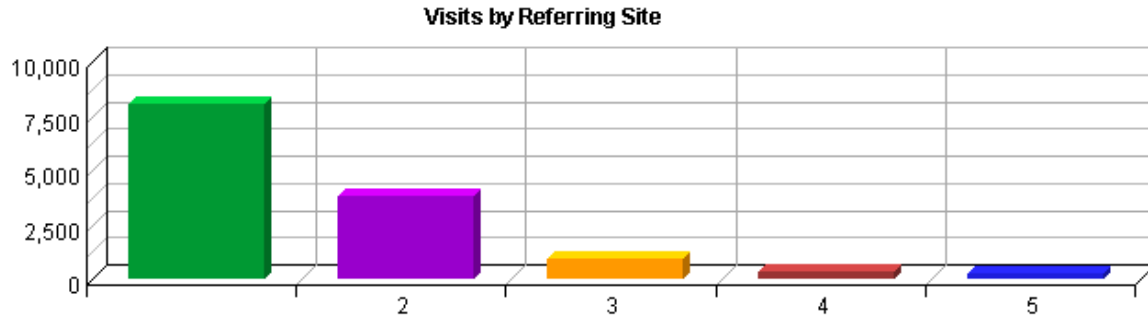
Visitors Trend

Activity by Referring Site

This report identifies the domain names and IP addresses that refer visitors to your site. This information will be displayed only if your server is logging this information.

Visits by Referring Site
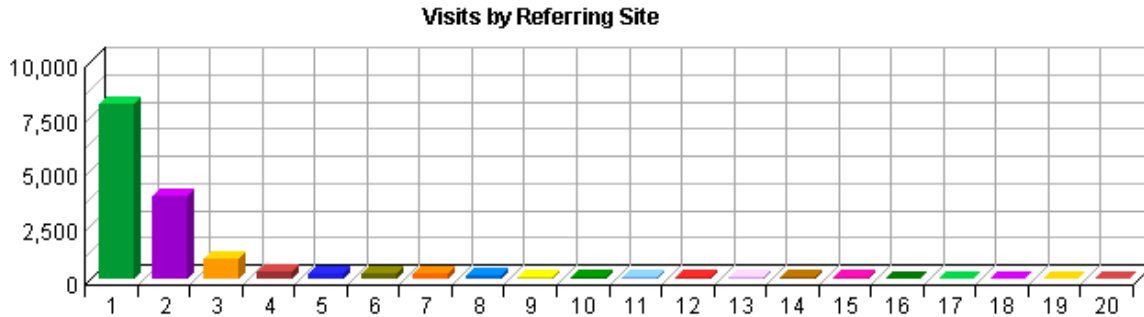
Activity by Referring Site

	Site	Visits	%
1.	No Referrer	8,012	49.80%
2.	http://es.epa.gov/	3,776	23.47%
3.	http://www.google.com/	964	5.99%
4.	http://www.epa.gov/	305	1.90%
5.	http://search.yahoo.com/	230	1.43%
6.	http://fedgrants.gov/	229	1.42%
7.	http://search.msn.com/	227	1.41%
8.	http://www.whoi.edu/	141	0.88%
9.	http://fundingopps.cos.com/	105	0.65%
10.	http://yosemite.epa.gov/	98	0.61%
11.	http://www.cop.noaa.gov/	88	0.55%
12.	http://cfpub.epa.gov/	78	0.48%
13.	http://yosemite1.epa.gov/	72	0.45%
14.	http://cfpub2.epa.gov/	64	0.40%
15.	http://web.ask.com/	59	0.37%
16.	http://www.google.ca/	42	0.26%
17.	http://www.fedgrants.gov/	37	0.23%
18.	http://www.jhu.edu/	37	0.23%
19.	http://www.studentjobs.gov/	31	0.19%
20.	http://www.google.co.in/	28	0.17%
	Subtotal	**14,623**	**90.89%**
	Other	**1,466**	**9.11%**
	Total	**16,089**	**100.00%**

Activity by Referring Site – Help Card

? **Referring Sites** – A web site which refers a visitor to your site by linking to it.

Site – Specific referring site being analyzed.

Visits – Number of times the specified site referred visitors to your site.

% – Percentage of referrals that came from the specified site.

No Referrer – Represents direct traffic to the web site as one of the following: 1) the visitor typed the domain name directly into their browser, 2) the visitor bookmarked the site, or 3) the visitor clicked on an email, shortcut, or other direct link.

Note: If "No Referrer" is 100% of all your traffic, then you are probably not logging the "referrer" field in your log files. Please see your manual or the WebTrends Knowledgebase to enable extended logging on your web servers.

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♀ You can use this page to determine which sites are referring the most visitors to your site. This can help when considering the most effective ways and places to attract visitors.

Activity by Referring Domain

This report identifies the top−level domains that refer visitors to your site. This information will be displayed only if your server is logging this information.
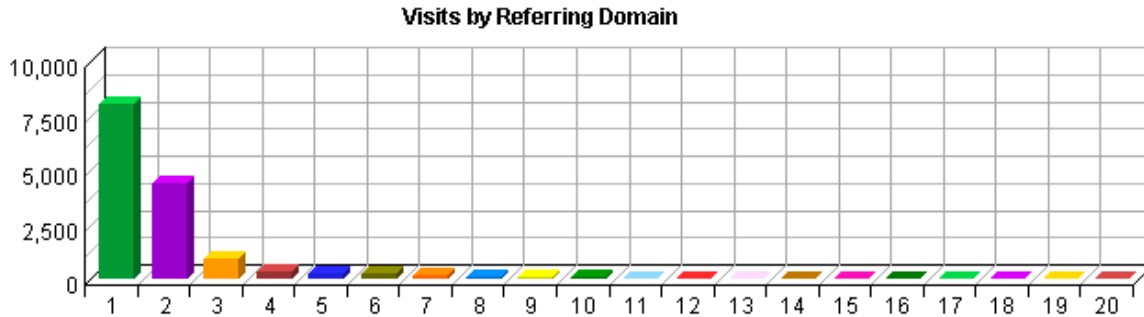
Activity by Referring Domain

	Domain	Visits	%
1.	No Referrer	8,012	49.80%
2.	epa.gov	4,431	27.54%
3.	google.com	971	6.04%
4.	yahoo.com	338	2.10%
5.	fedgrants.gov	266	1.65%
6.	msn.com	229	1.42%
7.	whoi.edu	141	0.88%
8.	cos.com	111	0.69%
9.	noaa.gov	96	0.60%
10.	ask.com	60	0.37%
11.	google.ca	42	0.26%
12.	jhu.edu	37	0.23%
13.	aol.com	35	0.22%
14.	studentjobs.gov	31	0.19%
15.	google.co.in	28	0.17%
16.	tntech.edu	27	0.17%
17.	bookmarks	25	0.16%
18.	eco.org	20	0.12%
19.	awma.org	20	0.12%
20.	monster.com	19	0.12%
	Subtotal	**14,939**	**92.85%**
	Other	**1,150**	**7.15%**
	Total	**16,089**	**100.00%**

?   **Referring Domain** – A web site which refers a visitor to your site by linking to it.

Domain – Specific referring domain being analyzed.

Visits – Number of times the specified domain referred visitors to your site.

% – Percentage of referrals that came from the specified domain.

No Referrer – Represents direct traffic to the web site as one of the following: 1) the visitor typed the domain name directly into their browser, 2) the visitor bookmarked the site, or 3) the visitor clicked on an email, shortcut, or other direct link.

Note: If "No Referrer" is 100% of all your traffic, then you are probably not logging the "referrer" field in your log files. Please see your manual or the WebTrends Knowledgebase to enable extended logging on your web servers.

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♀   You can use this page to determine which domains are referring the most visitors to your site. This can help when considering the most effective ways and places to attract visitors.

Activity by Referring Page

This report provides the pages from the sites with links to your site. This information will only be displayed if your server is logging the referrer information.

Visits by Referring Page

Activity by Referring Page

	Page	Visits	%
1.	No Referrer	8,012	49.80%
2.	http://www.google.com/search	954	5.93%
3.	http://es.epa.gov/ncer/	906	5.63%
4.	http://es.epa.gov/ncer/fellow/	897	5.58%
5.	http://es.epa.gov/ncer/grants/	555	3.45%
6.	http://es.epa.gov/ncer/P3/	338	2.10%
7.	http://search.yahoo.com/ search	228	1.42%
8.	http://fedgrants.gov/ Applicants/EPA/OGD/GAD/EPA–GRANTS– 102903–001/Grant.html	142	0.88%
9.	http://es.epa.gov/ncer/sbir/ noneopen.html	137	0.85%
10.	http://search.msn.com/results. aspx	124	0.77%
11.	http://www.whoi.edu/redtide/	112	0.70%
12.	http://es.epa.gov/ncer/sbir/	95	0.59%
13.	http://www.epa.gov/ORD/NRMRL/ arsenic/	82	0.51%
14.	http://es.epa.gov/ncer/rfa/	80	0.50%
15.	http://es.epa.gov/ncer/index. html	72	0.45%
16.	http://web.ask.com/redir	58	0.36%
17.	http://search.msn.com/results. asp	56	0.35%
18.	http://www.cop.noaa.gov/	54	0.34%
19.	http://es.epa.gov/ncerqa/rfa/	51	0.32%
20.	http://www.epa.gov/ord/htm/ grantopportunity.htm	51	0.32%
	Subtotal	**13,004**	**80.83%**
	Other	**3,085**	**19.17%**
	Total	**16,089**	**100.00%**

Activity by Referring Page – Help Card

Pages – Any document, dynamic page, or form. Different types of profiles have different default settings for which file extensions qualify a file as a page. These settings can be changed by the Reporting Center system administrator. Any URL containing a question mark is considered a dynamic page.

Visits – Number of visitors referred from the specified URL.

% – Percentage of referred visitors who came from the specified site.

No Referrer – Represents direct traffic to the web site as one of the following: 1) the visitor typed the domain name directly into their browser, 2) the visitor bookmarked the site, or 3) the visitor clicked on an email, shortcut, or other direct link.

Note: If "No Referrer" is 100% of all your traffic, then you are probably not logging the "referrer" field in your log files. Please see your manual or the WebTrends Knowledgebase to enable extended logging on your web servers.

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You can use this information to determine the sites that provide the most referrals to your site. This can help when considering the most effective ways to attract visitors.

Search Engines Dashboard

This dashboard summarizes important information related to specific search engines.

Activity by Search Engine

Visitors Trend

Activity by Search Phrase

Activity by Search Keyword
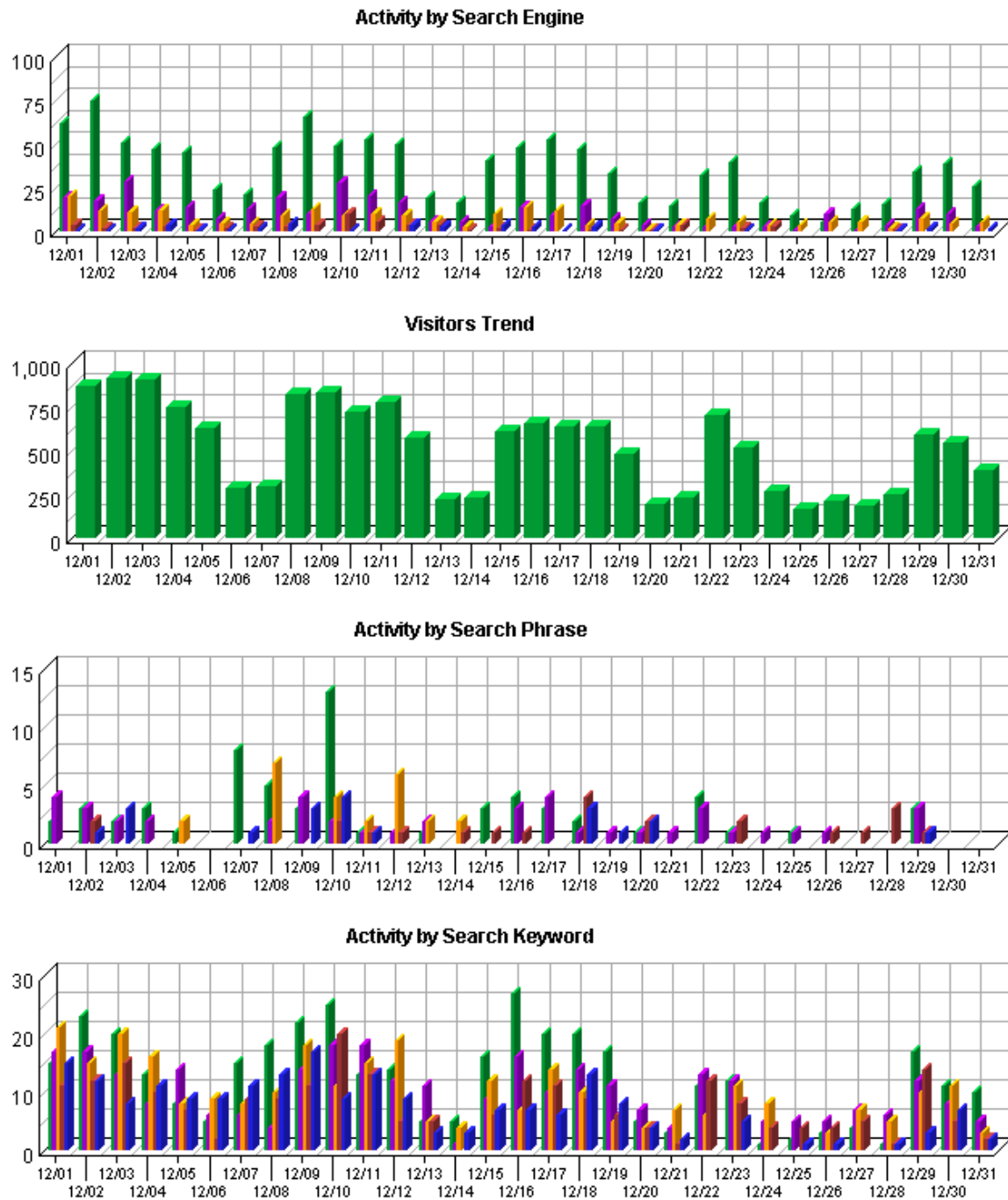
Activity by Search Engine

The first table identifies which search engines referred visitors to your site most often, the number of referrals, and its percentage of the total.

The second table identifies the most popular search phrases for each search engine.

The third table identifies the most popular keywords for each search engine.
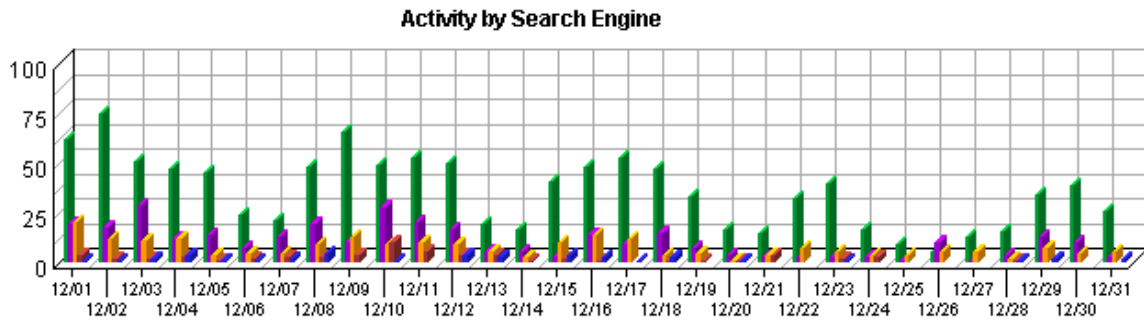
Activity by Search Engine

	Engines	Referrals	%
1.	google	1,113	58.09%
2.	msn	324	16.91%
3.	yahoo	231	12.06%
4.	ask jeeves	65	3.39%
5.	google canada	43	2.24%
6.	aol netfind	21	1.10%
7.	google uk	17	0.89%
8.	netscape	17	0.89%
9.	google australia	16	0.84%
10.	google italy	14	0.73%
11.	google germany	10	0.52%
12.	google japan	7	0.37%
13.	excite	5	0.26%
14.	altavista	5	0.26%
15.	hotbot	5	0.26%
16.	all the web	3	0.16%
17.	google austria	3	0.16%
18.	google france	3	0.16%
19.	yahoo canada	2	0.10%
20.	mamma	2	0.10%
	Subtotal	**1,906**	**99.48%**
	Total	**1,916**	**100.00%**

Activity by Search Engines with Search Phrases Detail

Engines	Phrases	Referrals	%
1. google	research grants	30	1.57%
	epa grants	27	1.41%
	epa star grant	19	0.99%
	epa gro	18	0.94%
	epa star	14	0.73%
	rfa	13	0.68%
	research grant	13	0.68%
	arsenic removal	11	0.57%
	crystal growth arsenic waste gas treatment equipment	9	0.47%
	epa gro graduate	6	0.31%
	environmental grants	5	0.26%
	ncer form	5	0.26%
	ncer	5	0.26%
	epa statistics	5	0.26%
	epa grant	5	0.26%
	star grant	4	0.21%
	epa fellowship	4	0.21%
	nanomaterials and toxicity	4	0.21%
	omb approval no. 0348–0043	4	0.21%
	2004 research grants	4	0.21%
2. msn	usepa	25	1.30%
	epa grants	19	0.99%
	environmental grants	8	0.42%
	epa star program	7	0.37%
	minority grants	6	0.31%
	epa star	6	0.31%
	quality assurance student achievement	5	0.26%
	http//es.epa.gov/ncer/rfa/2004/2004_biomarkers.html	4	0.21%
	epa grant	4	0.21%
	research grant	4	0.21%
	financial mechanisms for forestry protection	3	0.16%
	grant funding for scientific research	3	0.16%
	funding opportunities cardiovascular research	3	0.16%
	grants undergraduate research	3	0.16%
	usepa pm centers	3	0.16%
	environmental grant	2	0.10%
	star epa	2	0.10%
	air quality grants 2004	2	0.10%

		minority research grants	2	0.10%
		research grants	2	0.10%
3.	yahoo	epa grants	17	0.89%
		research grants	8	0.42%
		rfa	5	0.26%
		research grant	3	0.16%
		epa cincinnati ohio	3	0.16%
		nanomaterials show signs of toxicity	3	0.16%
		epa water drinking systems	3	0.16%
		undergraduate research fellowships	2	0.10%
		environmental research grants	2	0.10%
		census on air pollution in philippines	2	0.10%
		ncer	2	0.10%
		arsenic removal	2	0.10%
		epa environmental awards	2	0.10%
		research environmental grants	2	0.10%
		achieve es	2	0.10%
		environmental protection reforestation	1	0.05%
		medical treatments;pfiesteria	1	0.05%
		endocrine disruptors and the epa	1	0.05%
		opportunities to research in new technologies	1	0.05%
		environment protection agency malaysia	1	0.05%
4.	ask jeeves	stationary air pollution sources	3	0.16%
		minority academic institutions	2	0.10%
		environmental statistics	2	0.10%
		assessment of environmental behavior	2	0.10%
		what is an aquatic ecosystem protection for the united states	2	0.10%
		analytical tools for exploratory research	2	0.10%
		can you provide me wit...	2	0.10%
		liquid chromatography/mass spectrometry/mass spectrometry	1	0.05%
		mechanisms of pulmonary toxicity	1	0.05%
		announcements	1	0.05%
		forms of government interventions	1	0.05%
		children's research on gross motor activity	1	0.05%
		incentives, market forces, or financial mechanisms	1	0.05%
		how we change the air	1	0.05%
		stressor	1	0.05%
		where can find grades for student at cheyney university %2...	1	0.05%
		research of monitoring air pollution	1	0.05%

	inventions to prevent water runoff and pollution	1	0.05%
	what brought about the environmental protection agency?	1	0.05%
	health problems associated with particulate matter	1	0.05%
5. google canada	research grant	2	0.10%
	references ipcc tar	2	0.10%
	arsenic removal	2	0.10%
	recreational water use	1	0.05%
	animal biomarkers ethical	1	0.05%
	endocrine system summary diagram	1	0.05%
	environmental research grants	1	0.05%
	epa proposals for nanomaterials	1	0.05%
	review on zebrafish environmental toxicology	1	0.05%
	letter of reference fellowship sample	1	0.05%
	chemical pesticides and human health risks	1	0.05%
	define endocrine disruptor	1	0.05%
	rfa	1	0.05%
	features of longitudinal survey	1	0.05%
	healthy ecosystem indicators	1	0.05%
	current chemical research occurring in canada	1	0.05%
	uv research proposal water and wastewater treatment	1	0.05%
	what to use for identification protection	1	0.05%
	purchase biotechnical reactor	1	0.05%
	fish exposure to xenobiotics	1	0.05%
6. aol netfind	risk assessment research funding opportunities	1	0.05%
	hartnell junior collage	1	0.05%
	federal environmental grants	1	0.05%
	current environmental policies	1	0.05%
	web site of south plains collage in levelland	1	0.05%
	methemoglobin	1	0.05%
	adult body immaturity organs	1	0.05%
	research grants	1	0.05%
	st.philips grading policies	1	0.05%
	epa forms	1	0.05%
	sample letters of intent format for fellowships	1	0.05%
	epa grants	1	0.05%
	average barometric pressure missoula	1	0.05%
	statistic research on effects of cell phones to human	1	0.05%
	how has the quality of air been affected by improved technology	1	0.05%
	application of biomarkers to environmental health and risk assessment	1	0.05%

	2002 telephone listing in white pages for levelland		1	0.05%
	improved technology affect air quality		1	0.05%
	harmful effects of technology on the environment		1	0.05%
	writing samples of environmental and academic career goals		1	0.05%
7. google uk	basic methods used to protect the environment		2	0.10%
	economics affect environment gov		1	0.05%
	standard application forms and samples		1	0.05%
	nanotechnology and environmental impacts		1	0.05%
	environment, statistics		1	0.05%
	factors that influence business on environmental protection		1	0.05%
	implications environmental protection construction		1	0.05%
	metabonomics and toxicology		1	0.05%
	properties epected of drinking water		1	0.05%
	funding undergraduate environmental research		1	0.05%
	2004 contact email addresses inputs in america		1	0.05%
	vulnerability index children		1	0.05%
	grants available environmental research		1	0.05%
	research grants		1	0.05%
	pollutants and associated health and epidemiological studies		1	0.05%
	environmental research		1	0.05%
8. netscape	environmental research funding		1	0.05%
	ecohab rfp		1	0.05%
	is it necessary for firms to conduct environmental analysis?		1	0.05%
	epa star grants 2004		1	0.05%
	star grant		1	0.05%
	ecohab		1	0.05%
	toxicology research grant funding		1	0.05%
	environment research		1	0.05%
	chemical mixtures studies		1	0.05%
	grants environment		1	0.05%
	environmental grants 2004		1	0.05%
	solicitation nano*		1	0.05%
	environmental grants		1	0.05%
	funding for drinking water research		1	0.05%
	epa environmental funding		1	0.05%
	arsenic research plan epa		1	0.05%
	grants for environmental research		1	0.05%
9. google australia	research grants		2	0.10%
	shellfish as bioindicator		2	0.10%

	identifying chemical structure	1	0.05%
	research grants 2004	1	0.05%
	principles of exploratory research	1	0.05%
	socioeconomic view long term profit	1	0.05%
	ground water microbial risk	1	0.05%
	pathogens and drinking water	1	0.05%
	effects of human interaction on environment	1	0.05%
	grants projects epa 2004	1	0.05%
	cache:w4tlhqfj–qaj:www.wqa.org/sitelogic.cfm?id 1316 arsenic treatment technology	1	0.05%
	lca life cycle analysis limitations problems stages phases	1	0.05%
	indices ecological integrity	1	0.05%
	local environment protection agency	1	0.05%
10. google italy	funding opportunities in research on cell proliferation	2	0.10%
	funding opportunities in research on tumor progression	2	0.10%
	funding opportunities in research on diagnostic technology	1	0.05%
	research grant	1	0.05%
	steroids, sexual differentiation and development. j.e. robinson	1	0.05%
	funding opportunities in research on signal transduction	1	0.05%
	u.s. epa office of research and development	1	0.05%
	remedial technologies for napls	1	0.05%
	particulate matter health	1	0.05%
	biomarkers: coming of age for environmental health and risk assessment.	1	0.05%
	assistantship opportunities environmental economics 2004	1	0.05%
	funding opportunities in research on dna recombination	1	0.05%
11. google germany	gender and ecology fellowship 2004	1	0.05%
	environmental protection and competition policy	1	0.05%
	biomarker filetype:doc	1	0.05%
	application of biomarker to trace biogeochemical processes	1	0.05%
	pollen grant available 2004	1	0.05%
	zebrafish toxicology review	1	0.05%
	award 6.0 epa	1	0.05%
	ord patents	1	0.05%
	negative environmental problems in the usa.	1	0.05%
	adobe acrobat 4.0 download	1	0.05%
12. google japan	epa nano	1	0.05%
	man portable air defense system sam ppt	1	0.05%

	epa sres	1	0.05%
	science to achieve	1	0.05%
	nano health environment	1	0.05%
	fellowship epa	1	0.05%
	edcs methods	1	0.05%
13. excite	knowledge management fellowships for 2004	1	0.05%
	ecological indicators for small stream	1	0.05%
	epa graduate fellowships	1	0.05%
	epa star scholarship	1	0.05%
14. altavista	epa ncer form	2	0.10%
	sample funding agreement letter of intent	1	0.05%
	colegio universitario bayamon	1	0.05%
	albuquerque or balkanized or evergreen or austrianize or constitute	1	0.05%
15. hotbot	inktomi	2	0.10%
	epa research and development management	2	0.10%
	environmental protection agency rats	1	0.05%
16. all the web	omb approval no. 0348–0043	1	0.05%
	grant application forms, business	1	0.05%
	2003 email addresses of previous limited	1	0.05%
17. google austria	the innovative effect of environmental regulation	1	0.05%
	rfa	1	0.05%
	environmental protection trends	1	0.05%
18. google france	agency models	1	0.05%
	checklist toxic compounds protections	1	0.05%
	phytovolatilization	1	0.05%
19. yahoo canada	risk assessment education institutions	1	0.05%
	kiribati air pollution	1	0.05%
20. mamma	meteorology and environmental protection agency	1	0.05%
	environmentally benign solvents	1	0.05%

Activity by Search Engines with Keywords Detail

Engines	Keywords	Referrals	%
1. google	epa	247	12.89%
	research	170	8.87%
	environmental	168	8.77%
	of	129	6.73%
	grants	124	6.47%
	grant	100	5.22%
	star	84	4.38%
	in	61	3.18%

	2004	61	3.18%
	the	59	3.08%
	protection	50	2.61%
	for	48	2.51%
	to	40	2.09%
	health	36	1.88%
	agency	35	1.83%
	funding	35	1.83%
	environment	33	1.72%
	gro	32	1.67%
	current	31	1.62%
	opportunities	30	1.57%
2. msn	epa	65	3.39%
	grants	63	3.29%
	environmental	58	3.03%
	research	53	2.77%
	grant	33	1.72%
	usepa	30	1.57%
	for	30	1.57%
	star	25	1.30%
	of	20	1.04%
	program	17	0.89%
	in	16	0.84%
	air	16	0.84%
	protection	16	0.84%
	quality	13	0.68%
	2004	12	0.63%
	agency	12	0.63%
	polution	12	0.63%
	minority	11	0.57%
	funding	11	0.57%
	to	10	0.52%
3. yahoo	epa	47	2.45%
	environmental	39	2.04%
	research	38	1.98%
	grants	35	1.83%
	of	23	1.20%
	in	22	1.15%
	protection	16	0.84%
	water	16	0.84%
	on	14	0.73%
	for	11	0.57%

	the	11	0.57%
	agency	11	0.57%
	grant	10	0.52%
	drinking	10	0.52%
	environment	9	0.47%
	statistics	8	0.42%
	air	8	0.42%
	to	8	0.42%
	human	8	0.42%
	pollution	7	0.37%
4. ask jeeves	the	15	0.78%
	of	14	0.73%
	what	13	0.68%
	research	11	0.57%
	is	10	0.52%
	environmental	8	0.42%
	for	7	0.37%
	air	6	0.31%
	exploratory	6	0.31%
	in	5	0.26%
	pollution	5	0.26%
	protection	4	0.21%
	to	4	0.21%
	an	4	0.21%
	ecosystem	3	0.16%
	how	3	0.16%
	states	3	0.16%
	stationary	3	0.16%
	united	3	0.16%
	analytical	3	0.16%
5. google canada	research	7	0.37%
	of	6	0.31%
	water	5	0.26%
	environmental	5	0.26%
	for	3	0.16%
	to	3	0.16%
	removal	3	0.16%
	protection	3	0.16%
	grant	3	0.16%
	endocrine	3	0.16%
	epa	3	0.16%
	arsenic	3	0.16%

	human	2	0.10%
	system	2	0.10%
	indicators	2	0.10%
	biomarkers	2	0.10%
	chemicals	2	0.10%
	tar	2	0.10%
	in	2	0.10%
	ipcc	2	0.10%
6. aol netfind	of	7	0.37%
	environmental	4	0.21%
	technology	4	0.21%
	grants	3	0.16%
	research	3	0.16%
	the	2	0.10%
	for	2	0.10%
	epa	2	0.10%
	assessment	2	0.10%
	to	2	0.10%
	effects	2	0.10%
	policies	2	0.10%
	quality	2	0.10%
	improved	2	0.10%
	risk	2	0.10%
	on	2	0.10%
	air	2	0.10%
	in	2	0.10%
	levelland	2	0.10%
	collage	2	0.10%
7. google uk	environmental	6	0.31%
	research	4	0.21%
	environment	3	0.16%
	basic	2	0.10%
	grants	2	0.10%
	protect	2	0.10%
	used	2	0.10%
	to	2	0.10%
	methods	2	0.10%
	protection	2	0.10%
	the	2	0.10%
	in	1	0.05%
	statistics	1	0.05%
	health	1	0.05%

	nanotechnology	1	0.05%
	water	1	0.05%
	america	1	0.05%
	application	1	0.05%
	studies	1	0.05%
	forms	1	0.05%
8. netscape	environmental	6	0.31%
	research	6	0.31%
	grants	5	0.26%
	funding	4	0.21%
	epa	3	0.16%
	for	3	0.16%
	2004	2	0.10%
	ecohab	2	0.10%
	star	2	0.10%
	grant	2	0.10%
	environment	2	0.10%
	drinking	1	0.05%
	is	1	0.05%
	analysis?	1	0.05%
	studies	1	0.05%
	mixtures	1	0.05%
	conduct	1	0.05%
	water	1	0.05%
	it	1	0.05%
	solicitation	1	0.05%
9. google australia	grants	4	0.21%
	research	4	0.21%
	shellfish	2	0.10%
	of	2	0.10%
	as	2	0.10%
	water	2	0.10%
	bioindicator	2	0.10%
	2004	2	0.10%
	environment	2	0.10%
	ecological	1	0.05%
	cycle	1	0.05%
	human	1	0.05%
	integrity	1	0.05%
	effects	1	0.05%
	projects	1	0.05%
	microbial	1	0.05%

	lca	1	0.05%
	protection	1	0.05%
	structure	1	0.05%
	risk	1	0.05%
10. google italy	research	9	0.47%
	opportunities	8	0.42%
	funding	7	0.37%
	in	7	0.37%
	on	7	0.37%
	for	2	0.10%
	tumor	2	0.10%
	cell	2	0.10%
	proliferation	2	0.10%
	of	2	0.10%
	progression	2	0.10%
	health	2	0.10%
	environmental	2	0.10%
	age	1	0.05%
	development.	1	0.05%
	sexual	1	0.05%
	differentiation	1	0.05%
	assessment.	1	0.05%
	dna	1	0.05%
	economics	1	0.05%
11. google germany	biomarker	2	0.10%
	environmental	2	0.10%
	2004	2	0.10%
	biogeochemical	1	0.05%
	in	1	0.05%
	usa.	1	0.05%
	4.0	1	0.05%
	available	1	0.05%
	toxicology	1	0.05%
	fellowship	1	0.05%
	ord	1	0.05%
	zebrafish	1	0.05%
	acrobat	1	0.05%
	negative	1	0.05%
	to	1	0.05%
	processes	1	0.05%
	review	1	0.05%
	application	1	0.05%

	patents	1	0.05%
	of	1	0.05%
12. google japan	epa	3	0.16%
	nano	2	0.10%
	system	1	0.05%
	to	1	0.05%
	environment	1	0.05%
	man	1	0.05%
	air	1	0.05%
	sam	1	0.05%
	fellowship	1	0.05%
	portable	1	0.05%
	science	1	0.05%
	sres	1	0.05%
	defense	1	0.05%
	ppt	1	0.05%
	health	1	0.05%
	achieve	1	0.05%
	methods	1	0.05%
	edcs	1	0.05%
13. excite	for	2	0.10%
	fellowships	2	0.10%
	epa	2	0.10%
	stream	1	0.05%
	small	1	0.05%
	graduate	1	0.05%
	management	1	0.05%
	ecological	1	0.05%
	knowledge	1	0.05%
	scholarship	1	0.05%
	2004	1	0.05%
	indicators	1	0.05%
	star	1	0.05%
14. altavista	ncer	2	0.10%
	epa	2	0.10%
	form	2	0.10%
	colegio	1	0.05%
	sample	1	0.05%
	universitario	1	0.05%
	agreement	1	0.05%
	austrianize	1	0.05%
	letter	1	0.05%

	balkanized	1	0.05%
	bayamon	1	0.05%
	constitute	1	0.05%
	funding	1	0.05%
	of	1	0.05%
	intent	1	0.05%
	evergreen	1	0.05%
	albuquerque	1	0.05%
15. hotbot	epa	2	0.10%
	development	2	0.10%
	management	2	0.10%
	research	2	0.10%
	inktomi	2	0.10%
	rats	1	0.05%
	protection	1	0.05%
	agency	1	0.05%
	environmental	1	0.05%
16. all the web	limited	1	0.05%
	of	1	0.05%
	previous	1	0.05%
	business	1	0.05%
	grant	1	0.05%
	forms,	1	0.05%
	email	1	0.05%
	no.	1	0.05%
	omb	1	0.05%
	application	1	0.05%
	0348–0043	1	0.05%
	addresses	1	0.05%
	approval	1	0.05%
	2003	1	0.05%
17. google austria	environmental	2	0.10%
	innovative	1	0.05%
	rfa	1	0.05%
	the	1	0.05%
	effect	1	0.05%
	of	1	0.05%
	protection	1	0.05%
	regulation	1	0.05%
	trends	1	0.05%
18. google france	models	1	0.05%
	checklist	1	0.05%

		protections	1	0.05%
		compounds	1	0.05%
		agency	1	0.05%
		toxic	1	0.05%
		phytovolatilization	1	0.05%
19.	yahoo canada	institutions	1	0.05%
		air	1	0.05%
		assessment	1	0.05%
		risk	1	0.05%
		education	1	0.05%
		pollution	1	0.05%
		kiribati	1	0.05%
20.	mamma	meteorology	1	0.05%
		benign	1	0.05%
		environmental	1	0.05%
		agency	1	0.05%
		protection	1	0.05%
		solvents	1	0.05%
		environmentally	1	0.05%

Activity by Search Engine – Help Card

? **Top Search Engines Table**

Engines – Specific search engine being analyzed.

Referrers – Number of visitors referred to your site from the specified search engine.

% – Percentage of visitors referred from search engines who were referred by the search engine specified.

Top Search Engines with Search Phrases Detail Table

Engines – Specific search engine being analyzed in conjunction with the phrase in the adjacent column.

Phrases – The search phrases being analyzed in conjunction with the search engine in the adjacent column. A search phrase is the entire search string entered by a visitor, which can include one or more individual keywords.

Referrers – Number of visitors referred to your site from the specified search engine who used the specified phrase in their search.

% – Percentage of visitors referred from search engines who used the specified search engine and phrase.

<u>Top Search Engines with Keywords Detail Table</u>

Engines – Specific search engine being analyzed in conjunction with the keyword in the adjacent column.

Keywords – The search keywords being analyzed in conjunction with the search engine in the adjacent column.

Referrals – Number of visitors referred to your site from the specified search engine who used the specified keywords in their search.

% – Percentage of visitors referred from search engines who used the specified search engine and keyword.

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This information can give you an idea how your meta tags are performing with each search engine.

Activity by Search Phrase

The first table identifies search phrases that led the most visitors to your site, regardless of the search engine they used.

The second table identifies, for each phrase, which search engines led visitors to the site.
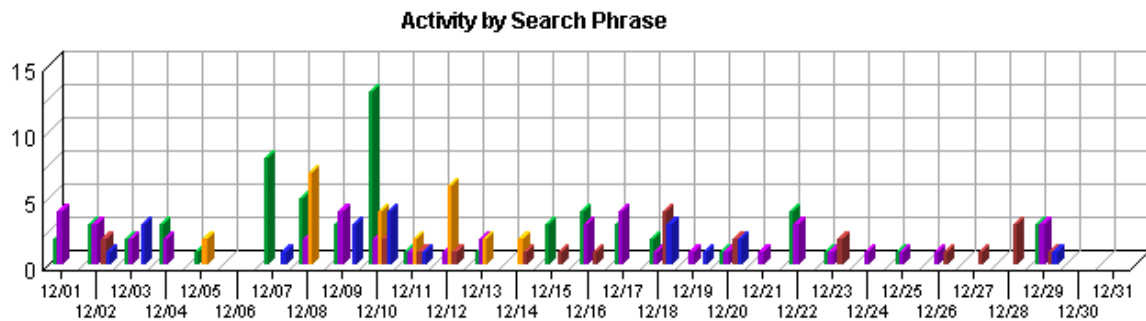
Activity by Search Phrase

	Phrases	Referrals	%
1.	epa grants	64	3.35%
2.	research grants	44	2.30%
3.	usepa	25	1.31%
4.	research grant	23	1.20%
5.	epa star	20	1.05%
6.	rfa	20	1.05%
7.	epa star grant	20	1.05%
8.	epa gro	18	0.94%
9.	arsenic removal	15	0.78%
10.	environmental grants	14	0.73%
11.	epa grant	9	0.47%
12.	crystal growth arsenic waste gas treatment equipment	9	0.47%
13.	epa fellowship	7	0.37%
14.	ncer	7	0.37%
15.	epa star program	7	0.37%
16.	environmental research grants	6	0.31%
17.	minority grants	6	0.31%
18.	epa statistics	6	0.31%
19.	epa gro graduate	6	0.31%
20.	omb approval no. 0348–0043	6	0.31%
	Subtotal	**332**	**17.36%**
	Total	**1,912**	**100.00%**

Activity by Search Phrase with Engines Detail

Phrases	Engines	Referrals	%
1. epa grants	google	27	1.41%
	msn	19	0.99%
	yahoo	17	0.89%
	aol netfind	1	0.05%
2. research grants	google	30	1.57%
	yahoo	8	0.42%
	google australia	2	0.10%
	msn	2	0.10%
	google uk	1	0.05%
	aol netfind	1	0.05%
3. usepa	msn	25	1.31%
4. research grant	google	13	0.68%
	msn	4	0.21%
	yahoo	3	0.16%
	google canada	2	0.10%
	google italy	1	0.05%
5. epa star	google	14	0.73%
	msn	6	0.31%
6. rfa	google	13	0.68%
	yahoo	5	0.26%
	google austria	1	0.05%
	google canada	1	0.05%
7. epa star grant	google	19	0.99%
	yahoo	1	0.05%
8. epa gro	google	18	0.94%
9. arsenic removal	google	11	0.58%
	google canada	2	0.10%
	yahoo	2	0.10%
10. environmental grants	msn	8	0.42%
	google	5	0.26%
	netscape	1	0.05%
11. epa grant	google	5	0.26%
	msn	4	0.21%
12. crystal growth arsenic waste gas treatment equipment	google	9	0.47%
13. epa fellowship	google	4	0.21%
	msn	2	0.10%
	yahoo	1	0.05%
14. ncer	google	5	0.26%
	yahoo	2	0.10%

15.	epa star program	msn	7	0.37%
16.	environmental research grants	google	3	0.16%
		yahoo	2	0.10%
		google canada	1	0.05%
17.	minority grants	msn	6	0.31%
18.	epa statistics	google	5	0.26%
		yahoo	1	0.05%
19.	epa gro graduate	google	6	0.31%
20.	omb approval no. 0348–0043	google	4	0.21%
		all the web	1	0.05%
		yahoo	1	0.05%

Activity by Search Phrase – Help Card

? **Top Search Phrases Table**

Phrases – The specific search phrases being analyzed. A search phrase is the entire search string entered by a visitor. It can include one or more keywords.

Referrals – Number of visitors referred to your site who used the specified search phrase, regardless of the search engine they used.

% – Percentage of referred visitors who used the specified search phrase.

Top Search Phrases with Engines Detail Table

Engines – Specific search engine being analyzed in conjunction with the phrase in the adjacent column.

Phrase – The search phrase a visitor used to find your site.

Referrals– Number of visitors referred to your site from the specified search engine who used the specified phrase in their search.

% – Percentage of visitors referred from search engines who used the specified search engine and phrase.

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♀ How are people getting to your site? Use these tables to find out if your visitors are using the search phrases you expect. Do you need to use different keywords in page titles to make it easier for people to find your site with search engines?

Activity by Search Keyword

The first table identifies keywords that led the most visitors to the site (regardless of the search engine).

The second table identifies, for each keyword, which search engines led visitors to the site.
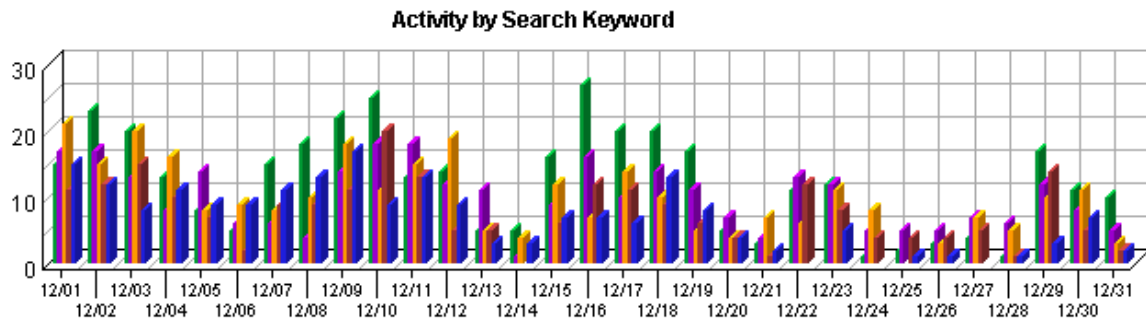
Activity by Search Keyword

	Keywords	Referrals	%
1.	epa	381	5.16%
2.	research	308	4.17%
3.	environmental	302	4.09%
4.	grants	237	3.21%
5.	of	209	2.83%
6.	grant	151	2.04%
7.	in	118	1.60%
8.	star	116	1.57%
9.	for	108	1.46%
10.	the	97	1.31%
11.	protection	96	1.30%
12.	2004	86	1.16%
13.	to	73	0.99%
14.	agency	66	0.89%
15.	funding	65	0.88%
16.	on	63	0.85%
17.	water	58	0.79%
18.	air	57	0.77%
19.	health	56	0.76%
20.	environment	55	0.74%
	Subtotal	**2,702**	**36.57%**
	Total	**7,388**	**100.00%**

Activity by Search Keyword with Engines Detail

Keywords	Engines	Referrals	%
1. epa	google	247	3.34%
	msn	65	0.88%
	yahoo	47	0.64%
	google japan	3	0.04%
	google canada	3	0.04%
	netscape	3	0.04%
	aol netfind	2	0.03%
	altavista	2	0.03%
	hotbot	2	0.03%
	excite	2	0.03%
	searchalot	1	0.01%
	ask jeeves	1	0.01%
	google germany	1	0.01%
	google australia	1	0.01%
	google italy	1	0.01%
2. research	google	170	2.30%
	msn	53	0.72%
	yahoo	38	0.51%
	ask jeeves	11	0.15%
	google italy	9	0.12%
	google canada	7	0.09%
	netscape	6	0.08%
	google australia	4	0.05%
	google uk	4	0.05%
	aol netfind	3	0.04%
	hotbot	2	0.03%
	compuserve	1	0.01%
3. environmental	google	168	2.27%
	msn	58	0.79%
	yahoo	39	0.53%
	ask jeeves	8	0.11%
	google uk	6	0.08%
	netscape	6	0.08%
	google canada	5	0.07%
	aol netfind	4	0.05%
	google austria	2	0.03%
	google germany	2	0.03%
	google italy	2	0.03%
	hotbot	1	0.01%

Activity by Search Keyword

		mamma	1	0.01%
4.	grants	google	124	1.68%
		msn	63	0.85%
		yahoo	35	0.47%
		netscape	5	0.07%
		google australia	4	0.05%
		aol netfind	3	0.04%
		google uk	2	0.03%
		google canada	1	0.01%
5.	of	google	129	1.75%
		yahoo	23	0.31%
		msn	20	0.27%
		ask jeeves	14	0.19%
		aol netfind	7	0.09%
		google canada	6	0.08%
		google australia	2	0.03%
		google italy	2	0.03%
		altavista	1	0.01%
		yahoo uk &ireland	1	0.01%
		google uk	1	0.01%
		google austria	1	0.01%
		google germany	1	0.01%
		all the web	1	0.01%
6.	grant	google	100	1.35%
		msn	33	0.45%
		yahoo	10	0.14%
		google canada	3	0.04%
		netscape	2	0.03%
		google germany	1	0.01%
		google italy	1	0.01%
		all the web	1	0.01%
7.	in	google	61	0.83%
		yahoo	22	0.30%
		msn	16	0.22%
		google italy	7	0.09%
		ask jeeves	5	0.07%
		google canada	2	0.03%
		aol netfind	2	0.03%
		google uk	1	0.01%
		google germany	1	0.01%
		teoma	1	0.01%
8.	star	google	84	1.14%

	msn	25	0.34%
	yahoo	4	0.05%
	netscape	2	0.03%
	excite	1	0.01%
9. for	google	48	0.65%
	msn	30	0.41%
	yahoo	11	0.15%
	ask jeeves	7	0.09%
	netscape	3	0.04%
	google canada	3	0.04%
	aol netfind	2	0.03%
	excite	2	0.03%
	google italy	2	0.03%
10. the	google	59	0.80%
	ask jeeves	15	0.20%
	yahoo	11	0.15%
	msn	6	0.08%
	google uk	2	0.03%
	aol netfind	2	0.03%
	google austria	1	0.01%
	google germany	1	0.01%
11. protection	google	50	0.68%
	yahoo	16	0.22%
	msn	16	0.22%
	ask jeeves	4	0.05%
	google canada	3	0.04%
	google uk	2	0.03%
	mamma	1	0.01%
	google germany	1	0.01%
	hotbot	1	0.01%
	google austria	1	0.01%
	google australia	1	0.01%
12. 2004	google	61	0.83%
	msn	12	0.16%
	yahoo	3	0.04%
	google germany	2	0.03%
	netscape	2	0.03%
	google australia	2	0.03%
	google uk	1	0.01%
	excite	1	0.01%
	compuserve	1	0.01%
	google italy	1	0.01%

13.	to	google	40	0.54%
		msn	10	0.14%
		yahoo	8	0.11%
		ask jeeves	4	0.05%
		google canada	3	0.04%
		google uk	2	0.03%
		aol netfind	2	0.03%
		google japan	1	0.01%
		google germany	1	0.01%
		yahoo italy	1	0.01%
		netscape	1	0.01%
14.	agency	google	35	0.47%
		msn	12	0.16%
		yahoo	11	0.15%
		ask jeeves	2	0.03%
		google france	1	0.01%
		yahoo uk &ireland	1	0.01%
		google canada	1	0.01%
		mamma	1	0.01%
		hotbot	1	0.01%
		google australia	1	0.01%
15.	funding	google	35	0.47%
		msn	11	0.15%
		google italy	7	0.09%
		netscape	4	0.05%
		yahoo	3	0.04%
		yahoo uk &ireland	1	0.01%
		google uk	1	0.01%
		aol netfind	1	0.01%
		altavista	1	0.01%
		google canada	1	0.01%
16.	on	google	30	0.41%
		yahoo	14	0.19%
		google italy	7	0.09%
		msn	6	0.08%
		aol netfind	2	0.03%
		google canada	1	0.01%
		google australia	1	0.01%
		google uk	1	0.01%
		ask jeeves	1	0.01%
17.	water	google	23	0.31%
		yahoo	16	0.22%

	msn	9	0.12%
	google canada	5	0.07%
	google australia	2	0.03%
	netscape	1	0.01%
	google uk	1	0.01%
	ask jeeves	1	0.01%
18. air	google	22	0.30%
	msn	16	0.22%
	yahoo	8	0.11%
	ask jeeves	6	0.08%
	aol netfind	2	0.03%
	google canada	1	0.01%
	google japan	1	0.01%
	yahoo canada	1	0.01%
19. health	google	36	0.49%
	msn	10	0.14%
	yahoo	3	0.04%
	google italy	2	0.03%
	google japan	1	0.01%
	aol netfind	1	0.01%
	google canada	1	0.01%
	google uk	1	0.01%
	ask jeeves	1	0.01%
20. environment	google	33	0.45%
	yahoo	9	0.12%
	msn	3	0.04%
	google uk	3	0.04%
	google australia	2	0.03%
	netscape	2	0.03%
	aol netfind	1	0.01%
	google japan	1	0.01%
	ask jeeves	1	0.01%

Activity by Search Keyword – Help Card

? **Top Search Keywords Table**

Keywords – The keyword being analyzed in conjunction with the search engine in the adjacent column. To see the entire search strings entered by visitors, see the Top Search Phrases page.

Referrers – Number of visitors referred to your site with the specified keywords.

% – Percentage of visitors referred from search engines who used the specified search engine and keyword.

Top Search Keywords Table with Engines Detail Table

Engines – Specific search engine being analyzed in conjunction with the keyword in the adjacent column.

Keywords – The keyword being analyzed in conjunction with the search engine in the adjacent column. To see the entire search strings entered by visitors, see the Top Search Phrases page.

Referrals – Number of visitors referred to your site from the specified search engine who used the specified keywords in their search.

% Percentage of visitors referred from search engines who used the specified search engine and keyword.

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At the most basic level, this section tells you which search engines are being used most frequently to find your site. You also may find that some search engines are referring visitors to your site with the keywords you expect and that other search engines are not.

Visitors Dashboard

This displays key graphs and tables that provide an overview of the Visitors chapter. Click on the title of a graph or table to navigate to the corresponding page.

Visitors Trend
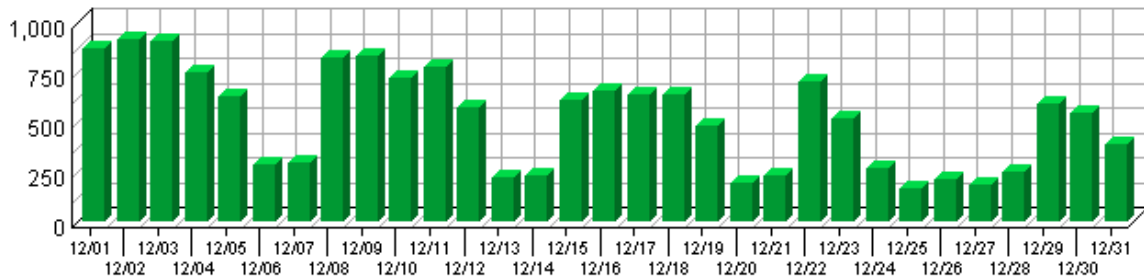
Visit Summary

Visits	16,089
Average per Day	519
Average Visit Length	00:09:25
Median Visit Length	00:02:29
International Visits	2.93%
Visits of Unknown Origin	53.45%
Visits from Your Country: United States (US)	43.62%

Average Length of Visit Trend
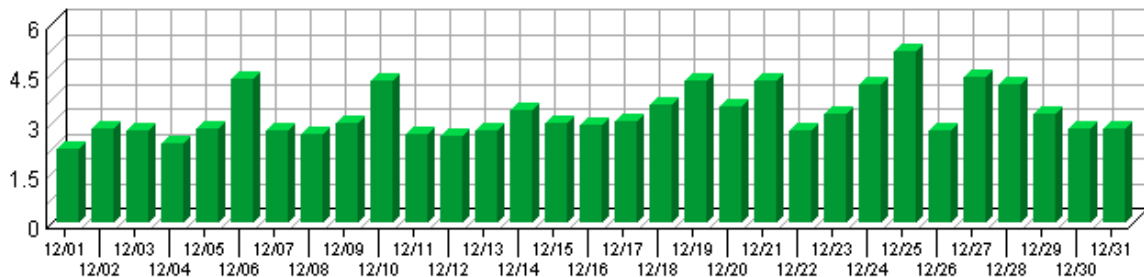
Top Countries by Visits
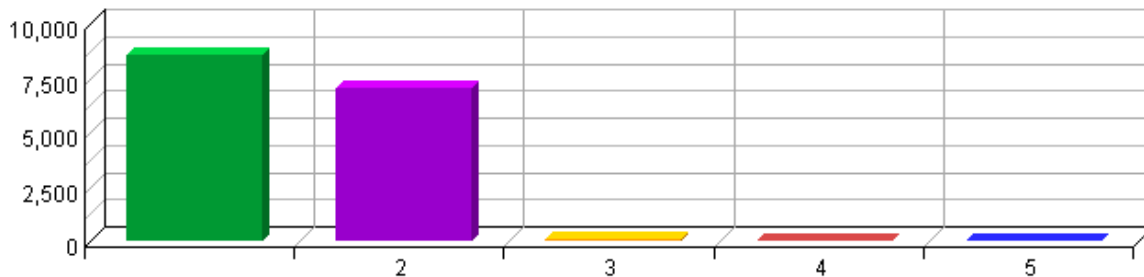
Visitors by Number of Visits
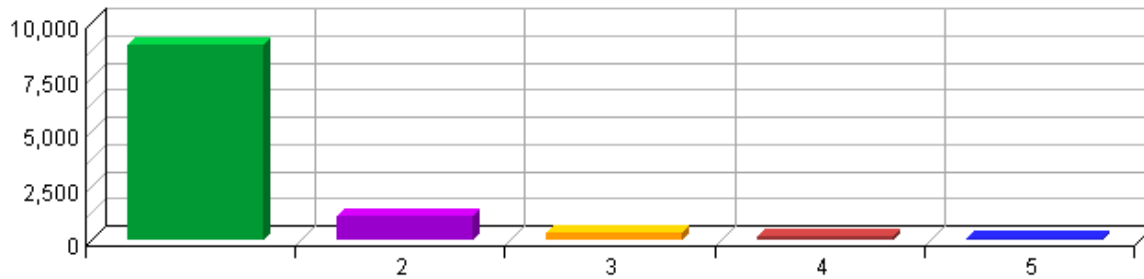
Visitors Trend
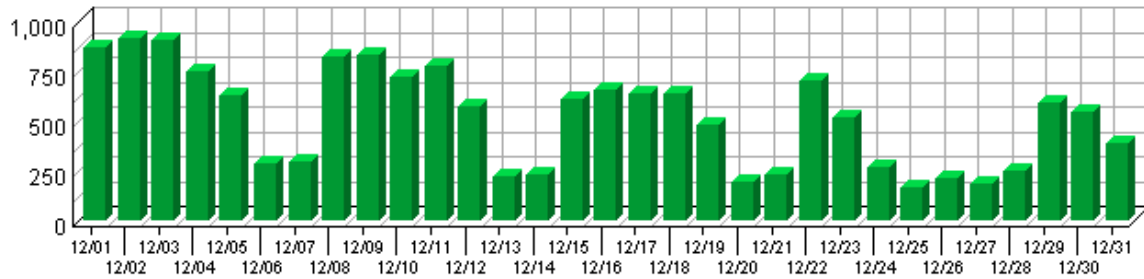
Visitor Summary

Unique Visitors	10,869
Visitors Who Visited Once	9,022
Visitors Who Visited More Than Once	1,847
Average Visits per Visitor	1.48

Visitor Minutes Trend
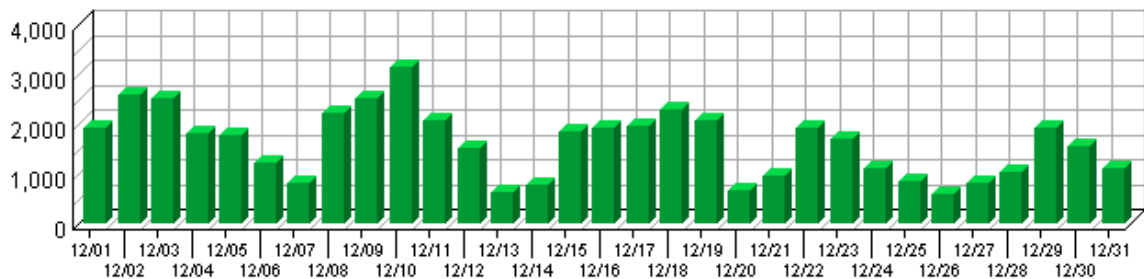
First Time Visitors Trend
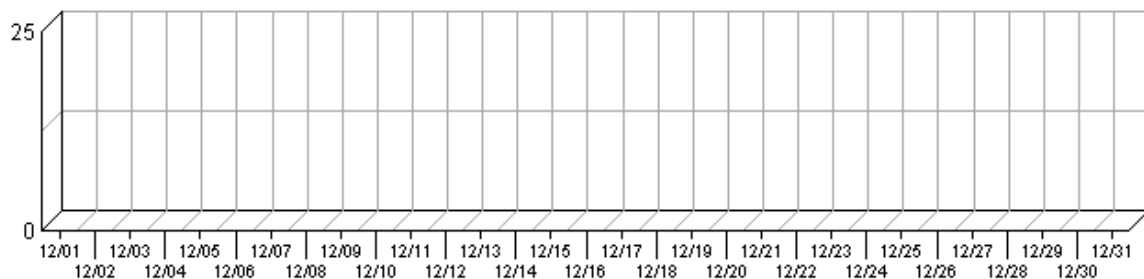
New vs. Return Visits

Top Visitors by Visits
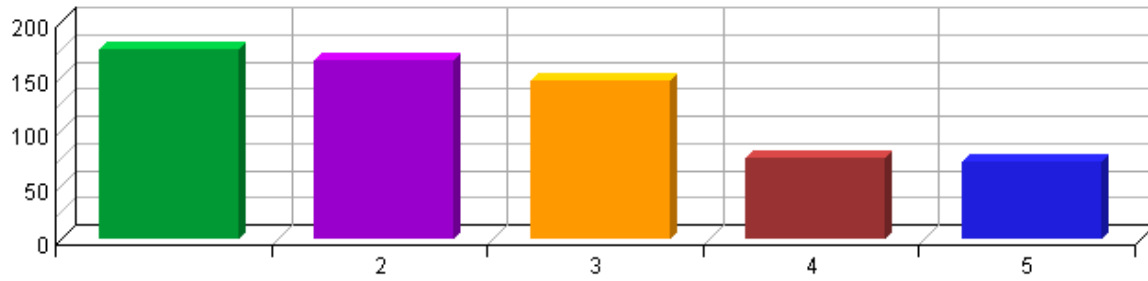
Top Visitors

This report identifies the IP address, domain name, or cookie of each visitor, and identifies the visitor's relative activity level on the site. If you use cookies to track visits, Reporting Center can differentiate between hits from different visitors with the same IP address.

Top Visitors by Visits Trend

Top Visitors by Visits
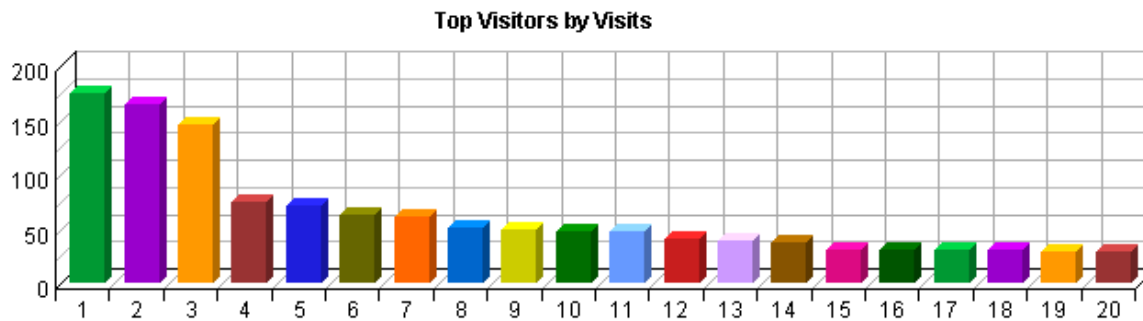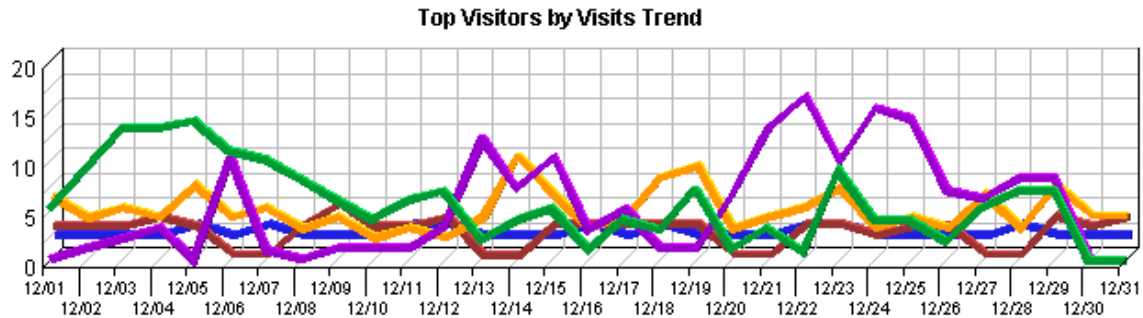
Top Visitors

	Visitor	Visits	%	Hits
1.	j3127.inktomisearch. com_Mozilla/5.0 (Slurp/cat; slurp@ inktomi.com; http://www.inktomi.com/ slurp.html)	**175**	**1.09%**	232
2.	lj1235.inktomisearch. com_Mozilla/5.0 (Slurp/cat; slurp@ inktomi.com; http://www.inktomi. com/slurp.html)	**165**	**1.03%**	331
3.	crawler14.googlebot. com_Googlebot/2.1 (+http://www. googlebot.com/bot.html)	**146**	**0.91%**	2,164
4.	198−76−172−69.cos.com_libwww− perl/5.76	**74**	**0.46%**	481
5.	bigip1a−snat.sv.av. com_Scooter/3.3_SF	**71**	**0.44%**	71
6.	bighorn.ncsl.nist. gov_MultiText/0.1	**62**	**0.39%**	567
7.	d161−080−230−200.dhcp.epa. gov_Mozilla/4.0 (compatible; MSIE 6.0; Windows NT 5.0; .NET CLR 1.1.4322)	**61**	**0.38%**	295

8.	fwebc1.global.factiva.com_–		**51**	**0.32%**	107
9.	65.214.36.0_Mozilla/2.0 (compatible; Ask Jeeves/Teoma)		**49**	**0.30%**	507
10.	217–13–27–234.dd.nextgentel. com_Java/1.4.1		**48**	**0.30%**	75
11.	sv–fw.looksmart.com_Mozilla/4. 0 (compatible; grub–client–1. 5.3; Crawl your own stuff with http://grub.org)		**47**	**0.29%**	51
12.	crawlers.looksmart. com_Mozilla/4.0 compatible ZyBorg/1.0 (wn.zyborg@looksmart.net; http:// www.WISEnutbot.com)		**40**	**0.25%**	164
13.	pool–151–205–113–170.ny325. east.verizon.net_Mozilla/4.0 (compatible; MSIE 5.5; Windows 98; Win 9x 4.90)		**39**	**0.24%**	84
14.	yellowstone.ncsl.nist. gov_MultiText/0.1		**38**	**0.24%**	176
15.	198.124.131.75_Mozilla/4.0 (compatible; MSIE 4.01 compatible; Plumtree 4.0; Windows NT)		**31**	**0.19%**	62
16.	adsl–66–127–32–50.dsl.snfc21. pacbell.net_Mozilla/4.0 (compatible; ChangeDetection/1.0 (admin@ChangeDetection.com))		**31**	**0.19%**	31
17.	66.77.73.0_FAST–WebCrawler/3. 7/FirstPage (atw–crawler at fast dot no;http://fast.no/ support/crawler.asp)		**30**	**0.19%**	34
18.	65.210.79.0_Jakarta Commons– HttpClient/2.0rc2		**30**	**0.19%**	85
19.	204.95.98.251_msnbot/0.11 (+ http://search.msn.com/msnbot. htm)		**29**	**0.18%**	53
20.	sync26.avantgo.com_Mozilla/4. 0 (compatible; AvantGo 5.2; FreeBSD)		**29**	**0.18%**	32
	Subtotal		**1,246**	**7.74%**	**5,602**
	Other		**14,845**	**92.26%**	**36,639**
	Total		**16,091**	**100.00%**	**42,241**

Top Visitors – Help Card

? **Hits** – Number of hits attributed to the specified visitor. Each file requested by a visitor registers as a hit. There can be several hits on each page. While the volume of hits reflects the amount of server traffic, it is not an accurate reflection of the number of pages viewed.

Visitor – The IP address, domain name, or cookie of the visitor.

Visits – Number of times the specified visitor visited your site. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle–time limit. The default idle–time limit is thirty minutes. This time limit can be changed by the system administrator.

% – Percentage of total visits or hits made by the specified visitor.

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♀ Consider the visitors who use the site most, and tailor your site to their interests and needs. If your site is an intranet, notice which employees use the site most, and find out what they like about it. You might also get feedback from those who use it the least and find out what they are looking for.

Note: If a visitor has a dynamic IP address, or if a group of visitors are behind a proxy server or firewall, this data might be misleading. In the case of a dynamic IP address, multiple IP addresses could be shown for a single visitor, and in the case of a firewall or proxy server, one IP address could be used by more than one visitor.

New vs. Return Visits

This report compares the number of visits by new and returning visitors to your site.

New vs. Return Visits Trend

New vs. Return Visits
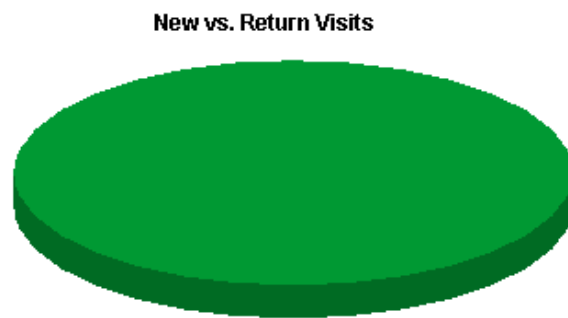
New vs. Return Visits

	Visitor Type	Visits	%
1.	Returning Visitors	16,091	100.00%
	Total	**16,091**	**100.00%**

New vs. Return Visits – Help Card

? **New Visitors** – Visitors who didn't have a cookie from your site on their first hit, but had one on later hits.

Returning Visitors – Visitors who already had a cookie from your site when they visited.

Visitors Not Accepting Cookies – Visitors not accepting cookies from your site. There is no way to determine if these visitors are new or returning.

Visits – Number of visits by visitors who fit into the specified visitor category. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle–time limit. The default idle–time limit is thirty minutes. This time limit can be changed by the system administrator.

% – Percentage of visitors who fit into the specified visitor category.

—

By tracking the ratio between new and return visits over a period of time, you can determine if your site is attracting enough returning visitors.

Visitors by Number of Visits

This report shows the distribution of visitors based on how many times each visitor visited your site.

Visitors by Number of Visits
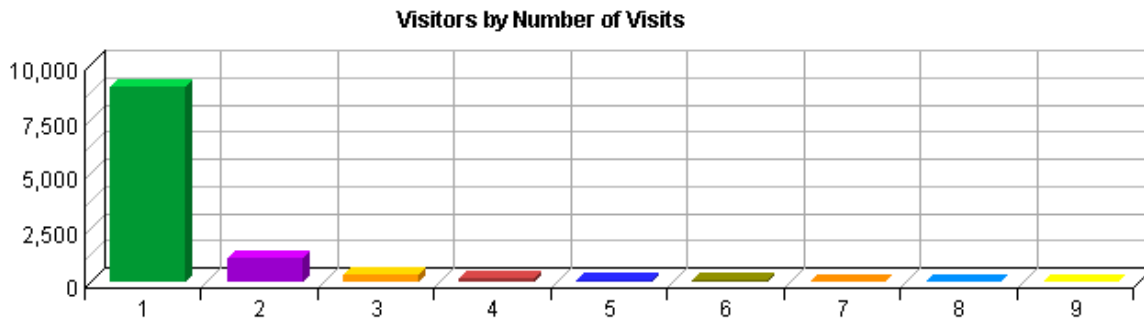
Visitors by Number of Visits

Number of Visits	Unique Visitors	%
1 visit	9,022	83.01%
2 visits	1,134	10.43%
3 visits	316	2.91%
4 visits	132	1.21%
5 visits	67	0.62%
6 visits	55	0.51%
7 visits	22	0.20%
8 visits	26	0.24%
9 visits	18	0.17%
Subtotal	**10,792**	**99.29%**
Other	**77**	**0.71%**
Total	**10,869**	**100.00%**

Visitors by Number of Visits – Help Card

? **Number of Visits** – The number of visits, beginning with one and increasing by increments of one, being analyzed in the other columns.

Unique Visitors– Number of unique individuals who came to your site the amount of times specified in the Number of Visits column.

% – Percentage of unique visitors who came to your site the amount of times specified in the Number of Visits column.

––

♀ This information can indicate whether or not your site compels visitors to return. Updating web site content is one way to draw return visitors.

Visitors Trend

This report shows how many times visitors visited your web site and how long they stayed. The information is divided into time slices based on the duration of the log file. Visits are freshly counted during each time interval in the report. Some visits may span more than one time interval, and therefore a single visit may be counted more than once. This manner of counting visits may cause the Visits Trend total visits to exceed the total visits shown on the Overview Dashboard page.
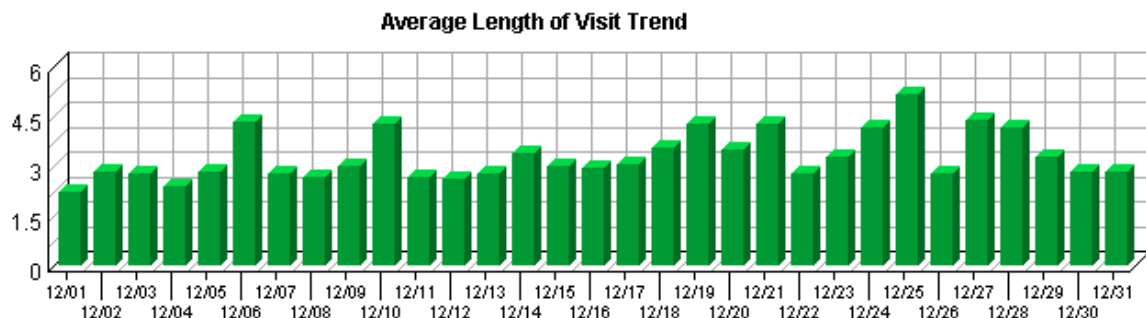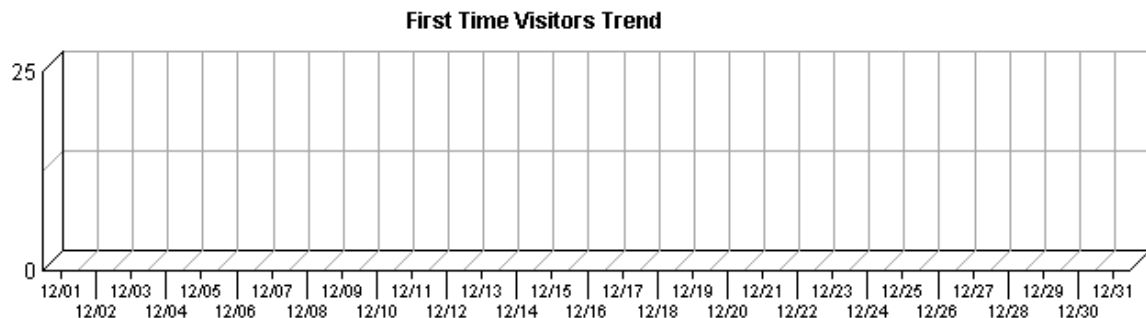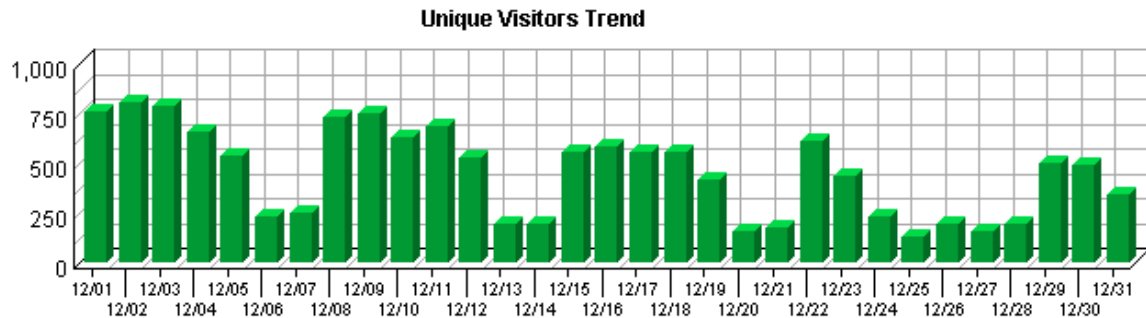
Visitor Minutes Trend
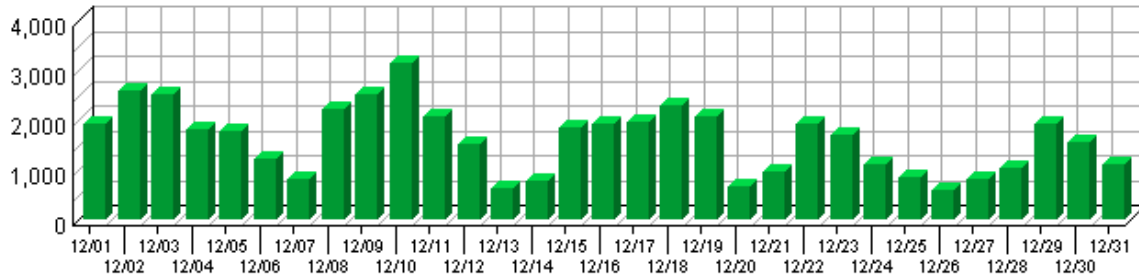
Visitors Trend

Time Interval	Visits	Unique Visitors	First Time Visitors	Avg Visit Length	Visitor Minutes
12/01	870	762	0	00:02:12	1,916.52
12/02	914	805	0	00:02:49	2,581.43
12/03	903	788	0	00:02:47	2,527.97
12/04	751	658	0	00:02:23	1,799.30
12/05	625	534	0	00:02:49	1,763.67
12/06	284	227	0	00:04:22	1,240.57
12/07	293	248	0	00:02:48	820.67
12/08	820	731	0	00:02:41	2,209.97
12/09	833	752	0	00:03:01	2,523.20
12/10	726	630	0	00:04:18	3,130.12
12/11	776	683	0	00:02:40	2,082.02
12/12	575	525	0	00:02:38	1,515.25
12/13	224	196	0	00:02:46	620.75
12/14	232	198	0	00:03:25	794.67
12/15	615	559	0	00:03:00	1,849.57
12/16	658	580	0	00:02:56	1,935.77
12/17	640	558	0	00:03:03	1,954.20
12/18	641	558	0	00:03:33	2,282.13
12/19	482	415	0	00:04:17	2,070.75
12/20	196	157	0	00:03:29	685.00
12/21	230	173	0	00:04:15	980.30
12/22	701	610	0	00:02:45	1,932.25
12/23	515	433	0	00:03:17	1,692.97
12/24	270	229	0	00:04:09	1,123.00
12/25	164	129	0	00:05:09	846.88
12/26	214	194	0	00:02:46	592.90
12/27	187	154	0	00:04:23	820.38
12/28	246	197	0	00:04:11	1,032.38
12/29	589	497	0	00:03:16	1,924.63
12/30	550	491	0	00:02:50	1,559.60

12/31	390	347	0	00:02:51	1,116.52
Average	**519**	**452**	**0**	**N/A**	**1,610.49**
Total	**16,114**	**14,018**	**0**	**N/A**	**49,925.32**

<table>
<tr><td colspan="2" align="center">Visitors Trend – Help Card</td></tr>
<tr><td>?</td><td>

Time Interval – A one–year report displays monthly time increments. A one–quarter report displays weekly time increments. A one–month report or a one–week report displays daily time increments. A daily report displays hourly time increments. An hour–long interval marked 12:00, for example, includes all activity between 12:00 and 12:59.

Visits – Number of visits to your web site. If a visit spans multiple time intervals, it is counted in each interval. Every visit from a visitor is counted, even if the same visitor came to your web site multiple times. Also included are zero–length visits. A zero–length visit occurs when all hits for that visit are logged with the exact same time stamp.

Unique Visitors – Number of individuals who visited your site during the report period. If someone visits more than once, they are counted only the first time they visit. Values of "N/A" indicate that the detailed data required for Unique Visitors per time period is not available. This situation occurs when the Top Visitors report has reached its configured limit.

First Time Visitors – Number of visitors who had never visited your web site before.

Avg Visit Length – The average amount of time visitors spent at your site within the given time interval. The data is formatted as hh:mm:ss (hours:minutes:seconds). The average visit length is calculated by dividing the value from the Visitor Minutes column by the value from the Visits column.

Visitor Minutes – Number of minutes your web site was viewed, regardless of who was viewing it.

Average – This row gives the average for each column.

Total – The total for the column. Some visits may span more than one time interval, and be counted more than once. These duplicate visit counts may cause the total visits count on this row to exceed the actual total number of visits shown on the Overview Dashboard page.

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</td></tr>
<tr><td>💡</td><td>

Use this page to determine which times your web site is busiest.

Daily averages cut off visits that continue into the next day, whereas weekly averages do not. Therefore, weekly averages may appear a bit longer than daily averages.

</td></tr>
</table>

Visits Trend

This report helps you understand the bandwidth requirements of your site by tracking visits over the course of the report period.

Visits Trend

Time Interval	Visits	%
12/01	870	5.41%
12/02	914	5.68%
12/03	902	5.61%
12/04	749	4.66%
12/05	624	3.88%
12/06	283	1.76%
12/07	292	1.81%
12/08	820	5.10%
12/09	833	5.18%
12/10	723	4.49%
12/11	775	4.82%
12/12	575	3.57%
12/13	223	1.39%
12/14	231	1.44%
12/15	614	3.82%
12/16	658	4.09%
12/17	638	3.97%
12/18	639	3.97%
12/19	480	2.98%
12/20	196	1.22%
12/21	230	1.43%
12/22	701	4.36%
12/23	515	3.20%
12/24	269	1.67%
12/25	163	1.01%

12/26	213	1.32%
12/27	187	1.16%
12/28	244	1.52%
12/29	588	3.65%
12/30	549	3.41%
12/31	391	2.43%
Total	**16,089**	**100.00%**

Visits Trend – Help Card

? **Time Interval** – A one–year report displays monthly time increments. A one–quarter report displays weekly time increments. A one–month report or a one–week report displays daily time increments. A daily report displays hourly time increments. An hour–long interval marked 12:00, for example, includes all activity between 12:00 and 12:59.

Visits – Number of visits to your site during the specified time interval. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle–time limit. The default idle–time limit is thirty minutes. This time limit can be changed by the system administrator.

% – Percentage of visits to your site during the specified time interval compared with all visits to your site during the report period.

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♀ Periods of less activity can be considered good times for maintenance and content improvement.

Top Organizations

If you have enabled the WebTrends GeoTrends Database for this profile, this page will list the most active companies and other organizations visiting your web site. The second table will show you the most active domain names from each organization.

<div style="border:1px solid black; padding:1em; text-align:center;">

No data for this section in the log data analyzed.

</div>

<div style="border:1px solid black; padding:1em; text-align:center;">

No data for this section in the log data analyzed.

</div>

Top Organizations – Help Card

Domain Name – The text name corresponding to the IP address of a computer on the Internet. For example, netiq.com is a domain name. The domain name can be determined if it was logged by the web server or, if it is defined in the Internet Domain Name System then it may be found using DNS resolution. Otherwise, the domain name is not known and this table shows the IP address.

The domain name shown is the second–level domain name, such as netiq.com. If the top–level domain name is a country code, then this shows the third–level domain name, such as anycompany.com.au. For example, all visitors from sales.netiq.com, us.sales.netiq.com, and service.net.iq.com are combined in the statistics for netiq.com.

Click on the domain name to generate an Internet whois lookup.

Organization – The name of the organization, which could be a company, a government agency, a school, or any other type of organization. This name was determined by looking up the visitor's IP address in the WebTrends GeoTrends Database. Click on the organization name to generate an Internet whois lookup.

Total – The total for all visits or hits.

Unknown – The sum for any IP addresses which could not be found in the WebTrends GeoTrends Database.

Visits – Number of visits to your site from this organization. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle–time limit. The default idle–time limit is thirty minutes. This time limit can be changed by the system administrator.

Hits – Number of hits to your site from this organization. Each file requested by a visitor registers as a hit. There can be several hits on each page. While the volume of hits reflects the amount of server traffic, it is not an accurate reflection of the number of pages viewed.

% – Percentage of the total activity that was from this organization.

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Use this information when you are interested in an organization as a whole, such as NetIQ Corporation. You can identify the major domain names from each company, such as netiq.com and webtrends.com from NetIQ.

Top Authenticated Usernames

This report identifies the true name and relative activity level of the visitors logging onto a server that requires a user name and password.

No data for this section in the log data analyzed.

Top Authenticated Usernames – Help Card

? **Authenticated Username** – A unique visitor tracked by user name and password rather than by IP address. You may find more authenticated user names than total visitors because several persons may be using the same IP address. Since many ISPs dynamically assign IP addresses, and since multiple visitors may use a single IP address, authentication is a much more accurate way to identify visitors.

Hits – Number of hits generated by the specified visitor. Each file requested by a visitor registers as a hit. There can be several hits on each page. While the volume of hits reflects the amount of server traffic, it is not an accurate reflection of the number of pages viewed.

Visitor – Authenticated name of the user being analyzed.

Visits – Number of times the specified visitor visited your site. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle−time limit. The default idle−time limit is thirty minutes. This time limit can be changed by the system administrator.

% – Percentage of visits or hits to your site by the specified visitor out of those by all authenticated user names.

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♀ You may use this information for your marketing efforts, such as special promotions or newsletters.

Top Domain Names

This report lists the domain name that generates the most activity to your web site.

Top Domain Names by Visits
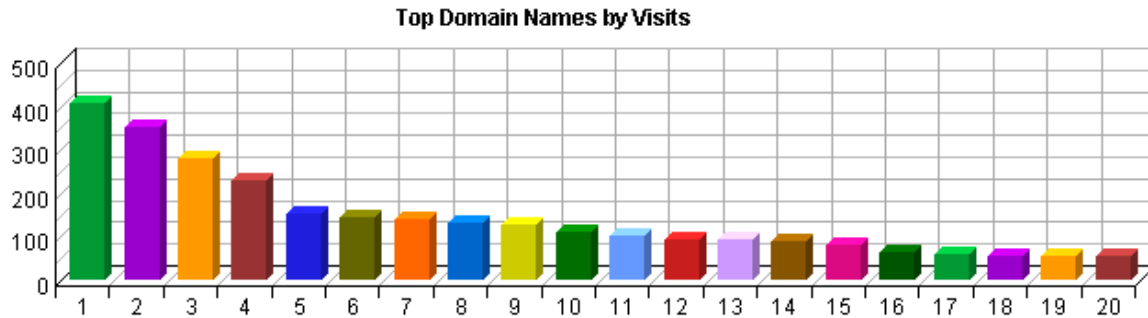
Top Domain Names

	Domain Name	Visits	%	Hits
1.	epa.gov	407	2.53%	1,909
2.	inktomisearch.com	351	2.18%	578
3.	aol.com	281	1.75%	565
4.	rr.com	230	1.43%	408
5.	googlebot.com	153	0.95%	2,184
6.	comcast.net	145	0.90%	233
7.	attbi.com	141	0.88%	227
8.	pacbell.net	131	0.81%	189
9.	looksmart.com	126	0.78%	259
10.	verizon.net	109	0.68%	187
11.	nist.gov	101	0.63%	744
12.	cox.net	93	0.58%	145
13.	adelphia.net	92	0.57%	137
14.	av.com	90	0.56%	90
15.	cos.com	81	0.50%	496
16.	66.77.73.0	64	0.40%	81
17.	65.210.79.0	58	0.36%	139
18.	64.12.96.0	57	0.35%	138
19.	bellsouth.net	57	0.35%	112
20.	swbell.net	54	0.34%	70
	Subtotal	**2,821**	**17.53%**	**8,891**
	Other	**13,268**	**82.47%**	**33,345**
	Total	**16,089**	**100.00%**	**42,236**

Domain Name – The text name corresponding to the IP address of a computer on the Internet. For example, netiq.com is a domain name. The domain name can be determined if it was logged by the web server or, if it is defined in the Internet Domain Name System then it may be found using DNS resolution. Otherwise, the domain name is not known and this table shows the IP address.

The domain name shown is the second–level domain name, such as netiq.com. If the top–level domain name is a country code, then this shows the third–level domain name, such as anycompany.com.au. For example, all visitors from sales.netiq.com, us.sales.netiq.com, and service.net.iq.com are combined in the statistics for netiq.com.

Click on the domain name to generate an Internet whois lookup.

Total – The total for all visits or hits.

Hits – Number of hits to your site from this domain name. Each file requested by a visitor registers as a hit. There can be several hits on each page. While the volume of hits reflects the amount of server traffic, it is not an accurate reflection of the number of pages viewed.

Visits – Number of visits to your site from this domain name. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle–time limit. The default idle–time limit is thirty minutes. This time limit can be changed by the system administrator.

% – Percentage of the total activity that was from this domain name or IP address.

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Use this information when you are interested in high–level domain names of visitors generating the most activity to your web site.

Top−Level Domain Types

This report provides a breakdown of top−level domain types.

Top-Level Domain Types by Visits
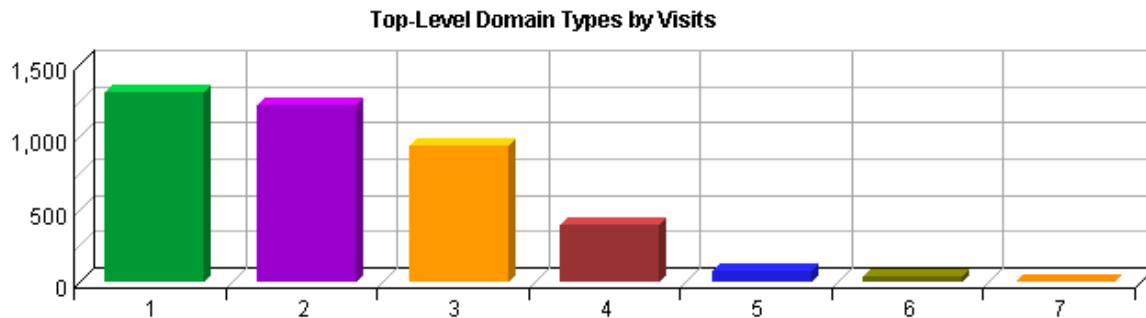
Top−Level Domain Types

	Top−Level Domain Types	Visits	%	Hits
1.	Education	1,305	32.86%	3,470
2.	Commercial	1,225	30.85%	3,680
3.	Network	939	23.65%	1,825
4.	Government	394	9.92%	2,128
5.	Organization	71	1.79%	234
6.	Military	32	0.81%	111
7.	ARPANET	5	0.13%	10
	Total	**3,971**	**100.00%**	**11,458**

Top−Level Domain Types − Help Card

? **Top−Level Domain** − The suffix of a domain name. A top−level domain can be based on the type of organization (.com, .edu, .museum, .name, etc) or it can be a country code (.uk, .de, .jp, .us, etc.). The top−level domain can be used to identify the type of web site. The following is a partial list of how this report categorizes top−level domains:

ARPANET: .arpa

Commercial: .com .co .com.[country code] .co.[country code] .firm.co .firm.ve .ltd.uk .info .biz

Education: .edu .edu.[country−code] .ed.[country code] .ac.[country code] .school.[country code] .k12.[country code] .re.kr .sch.uk .edunet.tn

International: .int .int.co .int.ve .intl.tn

Government: .gov .gov.[country code] .gove.[country code] .go.[country code]

Military: .mil .mil.[country code]

Network: .net .ad.jp .ne.kr .net.[country code]

Organization: .org .or .org.[country code] .or.[country code]

Personal: .name

Hits – Number of hits to your site from the specified top–level domain. Each file requested by a visitor registers as a hit. There can be several hits on each page. While the volume of hits reflects the amount of server traffic, it is not an accurate reflection of the number of pages viewed.

Total – The total visits or hits where there was sufficient information to identify the top–level domain. This number may be less than the total activity overall.

Visits – Number of visits to your site from the specified top–level domain. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle–time limit. The default idle–time limit is thirty minutes. This time limit can be changed by the system administrator.

**%** – Percentage of total visits or hits from sites in the specified top–level domain. The percentages refer to the total number of visits for which the domain name can be determined. Some IP addresses cannot be resolved to a domain name.

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Consider which types of organizations are interested in your site, and consider how you can interest other types of organizations.

Note: This information can be displayed only if reverse DNS lookups have been performed. Even when DNS lookups are performed, some IP addresses cannot be resolved to a domain name.

Geography Dashboard

This displays key graphs and tables that provide an overview of this chapter. Click on the title of a graph or table to navigate to the corresponding page.

Top Regions by Visits

Top Countries by Visits
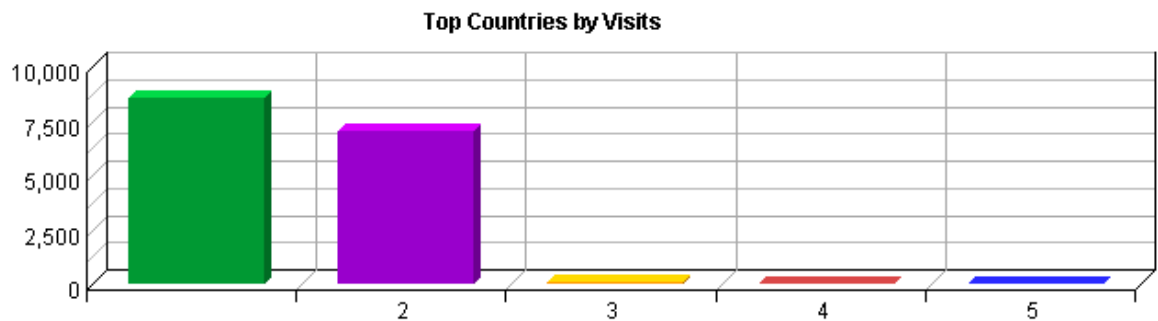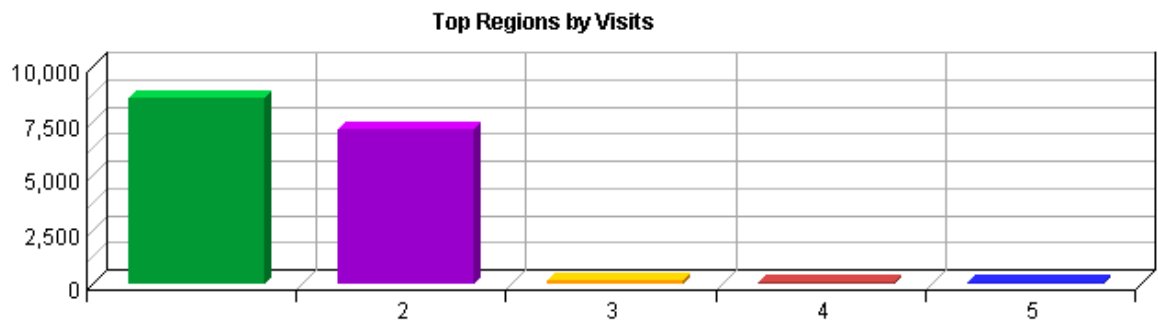
Top Regions

This report identifies the top geographic regions of the visitors to your site.

Top Regions by Visits
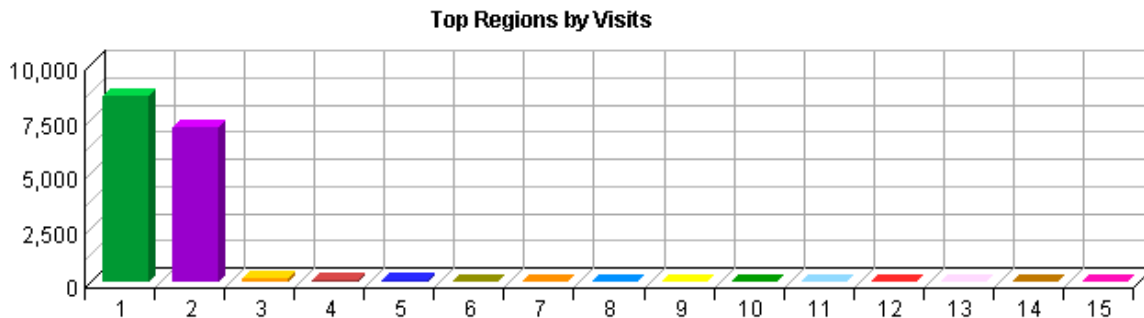
Top Regions

	Geographic Regions	Visits	%
1.	Region Unspecified	8,600	53.45%
2.	North America	7,094	44.09%
3.	Western Europe	153	0.95%
4.	Asia	76	0.47%
5.	Eastern Europe	46	0.29%
6.	Northern Europe	31	0.19%
7.	South America	27	0.17%
8.	Middle East	25	0.16%
9.	Australia	23	0.14%
10.	Southern Africa	4	0.02%
11.	Eastern Africa	3	0.02%
12.	Northern Africa	3	0.02%
13.	Pacific Islands	2	0.01%
14.	Western Africa	1	0.01%
15.	Caribbean Islands	1	0.01%
	Total	**16,089**	**100.00%**

Top Regions – Help Card

? **Geographic Regions** – The geographic part of the world where visitors to your web site are located. "Region Unspecified" represents visitors whose geographic region could not be determined. "Region Unknown" represents visitors whose country has been determined but not identified with a specific region. If the WebTrends GeoTrends Database is turned on for this profile, the region is determined by looking up the visitor's IP address in this database. If GeoTrends is not enabled, the region will be determined from the domain name.

Total – The total visits.

Visits – Number of visits from this geographic region. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle–time limit. The default idle–time limit is thirty minutes. This time limit can be changed by the system administrator.

% – Percentage of total visits that were from this geographic region.

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This information can help you meet the needs of your target audience as well as discover new audiences. Consider how you can make the content comprehensive and relevant to an international audience.

Note: Use this information carefully because it is based on Internet registration, and may not always be an accurate identifier of the visitor's actual location.

Top Countries

This report identifies the top countries of the visitors to your site.

Top Countries by Visits
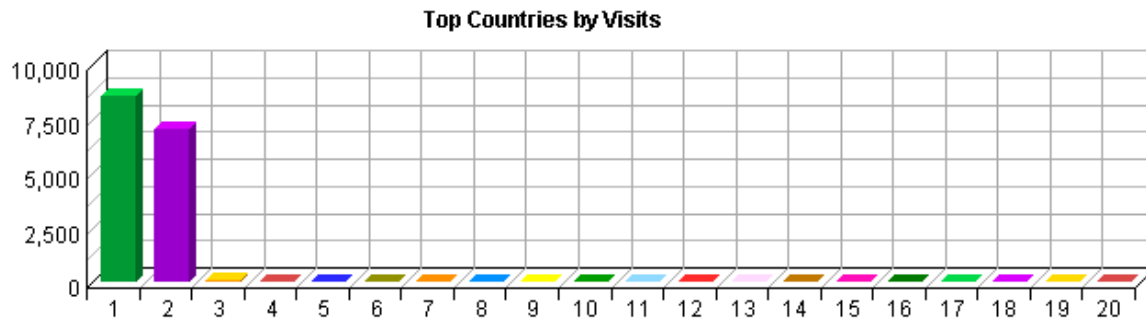
Top Countries

	Countries	Visits	%
1.	Unknown Origin	8,600	53.45%
2.	United States (US)	7,018	43.62%
3.	Canada (CA)	57	0.35%
4.	Netherlands (NL)	42	0.26%
5.	United Kingdom (UK)	38	0.24%
6.	Japan (JP)	34	0.21%
7.	Estonia (EE)	28	0.17%
8.	Australia (AU)	23	0.14%
9.	Mexico (MX)	19	0.12%
10.	Germany (DE)	18	0.11%
11.	Sweden (SE)	18	0.11%
12.	France (FR)	13	0.08%
13.	Israel (IL)	13	0.08%
14.	Argentina (AR)	13	0.08%
15.	Singapore (SG)	9	0.06%
16.	Greece (GR)	8	0.05%
17.	Turkey (TR)	7	0.04%
18.	Ukraine (UA)	6	0.04%
19.	Ireland (IE)	6	0.04%
20.	Brazil (BR)	6	0.04%
	Subtotal	**15,976**	**99.30%**
	Other	**113**	**0.70%**
	Total	**16,089**	**100.00%**

Top Countries – Help Card

Countries – If the WebTrends GeoTrends Database is turned on for this profile, the country is determined by looking up the visitor's IP address in this database. If GeoTrends is not enabled, the country will be determined from the domain name.

Total – The total visits where there was sufficient information to identify the country. This number may be less than the total visits overall.

Visits – Number of visits from the specified country. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle–time limit. The default idle–time limit is thirty minutes. This time limit can be changed by the system administrator.

% – Percentage of total visits from the specified country.

Unknown Origin – The country associated with the visitor's domain name could not be determined.

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This information can help you meet the needs of your target audience as well as discover new audiences. Consider how you can make the content comprehensive and relevant to an international audience.

Note: Use this information carefully because it is based on Internet registration, and may not always be an accurate identifier of the visitor's actual location.

Pages Dashboard

This displays key graphs and tables that provide an overview of the Pages chapter. Click on the title of a graph or table to navigate to the corresponding page.

Page Views Trend
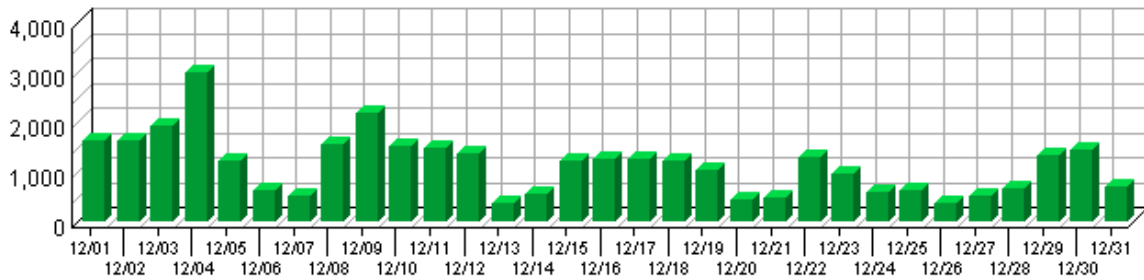
Page View Summary

Page Views	34,947
Average per Day	1,127
Average Page Views per Visit	2.17

Top Entry Pages
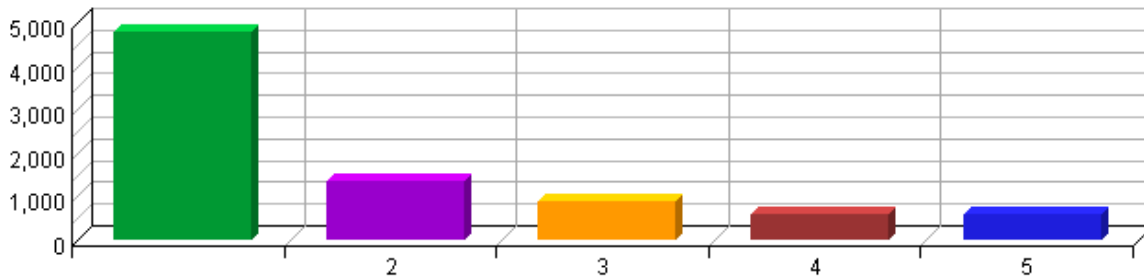
Top Exit Pages
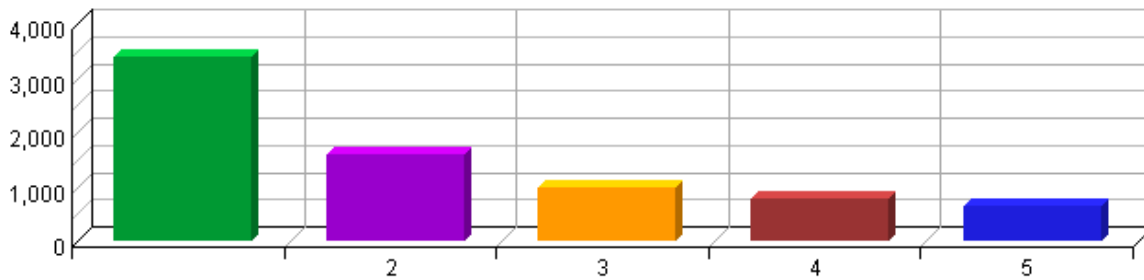
Top Pages by Visits Trend
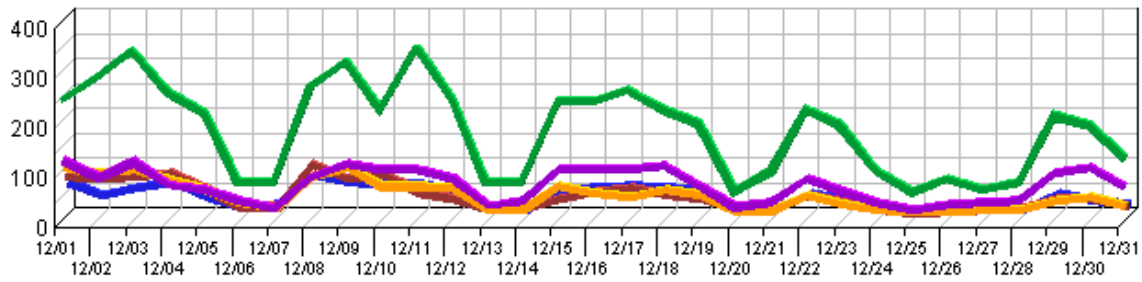
Top Pages by Visits

Top Directories by Visits

Pages Dashboard
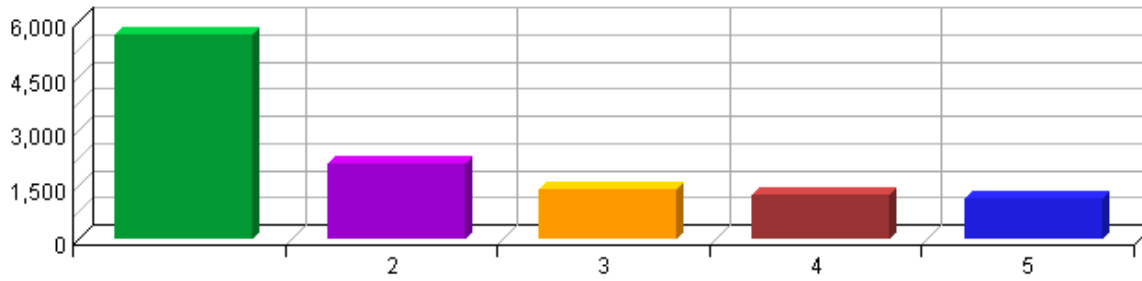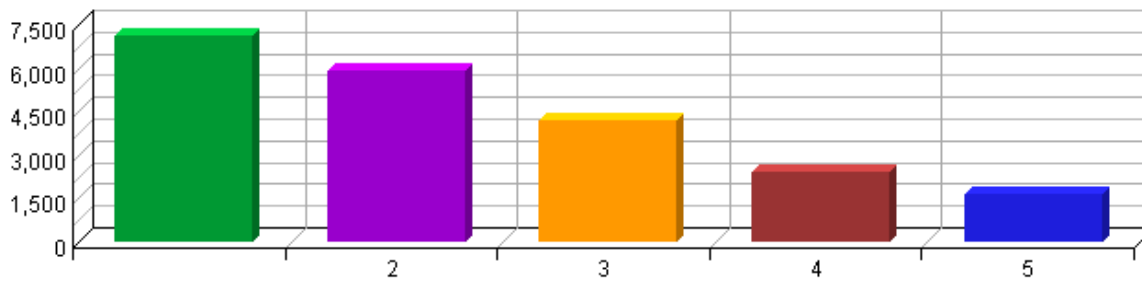
Top Pages

This identifies the most popular web pages on your site and shows you the number of visits for each, and displays the average length of time the page was viewed.

Top Pages by Visits Trend
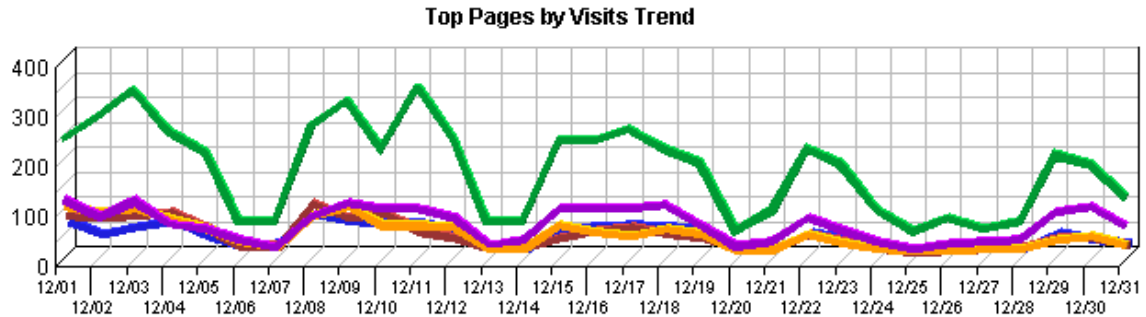
Top Pages by Visits

Top Pages

	Pages	Visits	%	Views	Avg Time Viewed	Avg Time to Serve
1.	**EPA: ORD: NCER: Environmental Research Grant Announcements** http:/ / es.epa.gov/ ncer/ rfa/	**5,647**	**19.68%**	7,252	00:02:16	0
2.	**EPA: ORD: NCER: Funding Opportunities** http:/ / es.epa.gov/ ncer/ rfa/ current/ 2004_gro_grad_fellow.html	**2,075**	**7.23%**	2,340	00:04:12	0
3.	**EPA: ORD: NCER: Research Opportunities** http:/ / es.epa.gov/ ncer/ rfa/ current/ 2004_grad_fellow. html	**1,367**	**4.76%**	1,438	00:03:00	0
4.	**EPA: ORD: NCER: Research Opportunities: FY 2002 Science To Achieve** http:/ / es.epa.gov/ ncer/ rfa/ forms/	**1,213**	**4.23%**	1,577	00:03:23	0
5.	**EPA: ORD: NCER: Funding Opportunities** http:/ / es.epa.gov/ ncer/ rfa/ 2004/ 2004_biomarkers.html	**1,102**	**3.84%**	2,809	00:00:48	0

6.	**EPA: ORD: NCER: Funding Opportunities** http:/ / es.epa.gov/ ncer/ rfa/ 2004/ 2004_corporate.html	**942**	**3.28%**	1,032	00:03:53	0
7.	**EPA: ORD: NCER: Funding Opportunities** http:/ / es.epa.gov/ ncer/ rfa/ 2004/ 2004_source_pm.html	**820**	**2.86%**	924	00:02:48	0
8.	**EPA: ORD: NCER: Funding Opportunities** http:/ / es.epa.gov/ ncer/ rfa/ current/ 2004_gro_undergrad_fellow.html	**807**	**2.81%**	896	00:03:01	0
9.	**Environmental Protection Agency** http:/ / es.epa.gov/ ncer/ rfa/ current/ 2003_enviro_stat. html	**762**	**2.66%**	846	00:02:19	0
10.	**EPA: ORD: NCER: Funding Opportunities** http:/ / es.epa.gov/ ncer/ rfa/ 2004/ 2004_ecohab.html	**761**	**2.65%**	838	00:03:45	0
11.	**EPA: ORD: NCER: Funding Opportunities** http:/ / es.epa.gov/ ncer/ rfa/ 2004/ 2004_air_poll_em.html	**760**	**2.65%**	833	00:03:45	0
12.	**EPA: ORD: NCER: Funding Opportunities** http:/ / es.epa.gov/ ncer/ rfa/ current/ 2004_arsenic.html	**670**	**2.33%**	734	00:02:43	0
13.	**EPA: ORD: NCER: Funding Opportunities** http:/ / es.epa.gov/ ncer/ rfa/ 2004/ 2004_gro_bioaccum. html	**640**	**2.23%**	755	00:04:55	0
14.	**Environmental Protection Agency** http:/ / es.epa.gov/ ncer/ rfa/ current/ 2003_nano.html	**636**	**2.22%**	725	00:02:44	0
15.	**Environmental Protection Agency** http:/ / es.epa.gov/ ncer/ rfa/ current/ 2003_comptox.html	**607**	**2.11%**	666	00:02:18	0
16.	**EPA: ORD: NCER: Small Business Innovation Research** http:/ / es.epa.gov/ ncer/ rfa/ archive/ sbir/	**334**	**1.16%**	372	00:02:27	0
17.	**EPA: ORD: NCER: Funding Opportunities** http:/ / es.epa.gov/ ncer/ rfa/ current/ 2004_air_poll.html	**270**	**0.94%**	304	00:02:20	0
18.	**EPA: ORD: NCER: Research Opportunities: Archive** http:/ / es.epa.gov/ ncer/ rfa/ archive/	**260**	**0.91%**	439	00:00:49	0
19.	**Environmental Protection Agency** http:/ / es.epa.gov/ ncer/ rfa/ archive/ grants/	**255**	**0.89%**	314	00:01:02	0
20.		**214**	**0.75%**	227	00:03:13	0

EPA: ORD: NCER: Research Opportunities: Current RFA http://es.epa.gov/ncer/rfa/current/2003_technology_epa_nsf.html				
Subtotal	20,142	70.18%	25,321	00:02:26
Other	8,558	29.82%	9,626	00:02:30
Total	28,700	100.00%	34,947	00:02:27

Top Pages – Help Card

? **Pages** – Any document, dynamic page, or form. Different types of profiles have different default settings for which file extensions qualify a file as a page. These settings can be changed by the Reporting Center system administrator. Any URL containing a question mark is considered a dynamic page.

Visits – Number of visits to this page. A visit is a series of actions that begins when a visitor views the first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle–time limit. The default idle–time limit is thirty minutes. This time limit can be changed by the system administrator.

Views – Number of times this page was viewed by visitors.

% – Percentage of the total visits in which the visitor viewed this page at least once.

Average Time Viewed – Average length of time the specified page was viewed. (The format is hh:mm:ss – hours:minutes:seconds.)

Average Time to Serve – Average amount of time (in milliseconds) it took to serve each document during the specified time interval. The time to serve spans from the time the server got a page request until it transmitted all the data.
Note: Zero values in this column probably indicates that your web server is not logging Time to Serve information.

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♀ Pages with good content and design are more likely to attract visitors and be revisited. Less popular pages on a site can be made more appealing by improving the content or incorporating design elements similar to that on the more important pages. Always remember that people are far more interested in content than in design, and average view times can help determine which content is most important to your visitors.

Top Content Groups

This report identifies the most popular groups of web site pages and how often they were visited.

No data for this section in the log data analyzed.

Top Content Groups – Help Card

?   **Content Group** – A defined group of web pages with specific things in common, such as the same types of products, services, or information.

Group Name – Name of the content group being analyzed.

Total – The sum of the visit counts for the content groups. During a single visit, the visitor may view pages in zero, one, or multiple content groups, causing some visits to be omitted from this total and some visits to be counted more than once.

Visits – Number of visits where the visitor viewed at least one page in the specified content group. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle–time limit. The default idle–time limit is thirty minutes. This time limit can be changed by the system administrator.

Hits – Each file requested by a visitor registers as a hit. There can be several hits on each page. While the volume of hits reflects the amount of server traffic, it is not an accurate reflection of the number of pages viewed.

% – Each file requested by a visitor registers as a hit. There can be several hits on each page. While the volume of hits reflects the amount of server traffic, it is not an accurate reflection of the number of pages viewed.

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♀   The information on this page can show you which content groups were most popular. This will reveal the reasons people visit your web site, and what is most interesting and least interesting to them.
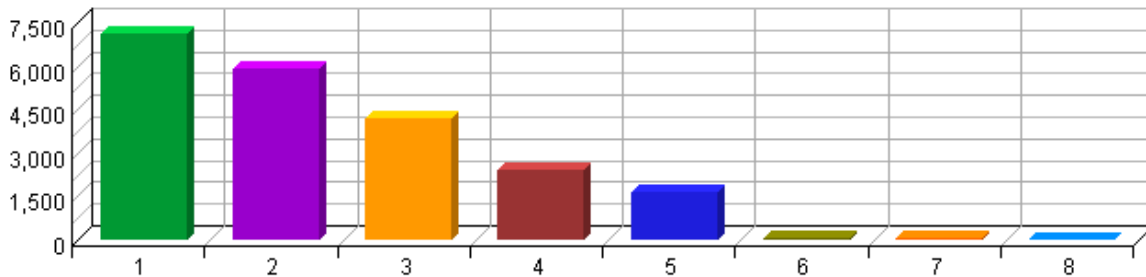
Top Directories

This report lists the most commonly accessed directories on your web site. This information can help determine the types of data most often requested.

Top Directories by Visits Trend
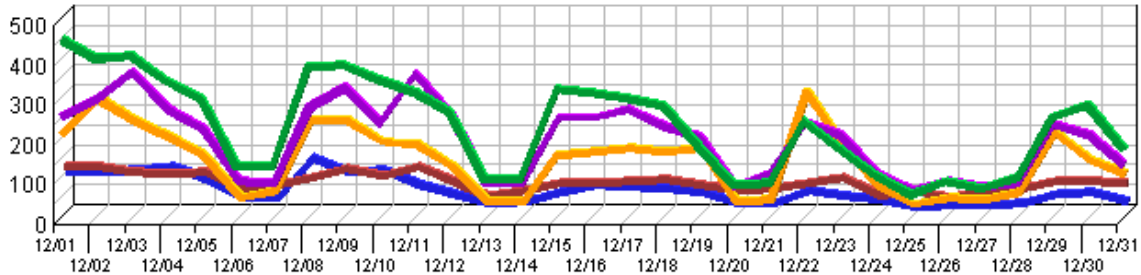
Top Directories by Visits

Top Directories

	Path To Directory	Visits	%	Hits	Kbytes Transferred
1.	http://es.epa.gov/ncer/rfa/ current	**7,110**	**33.24%**	11,720	663,494
2.	http://es.epa.gov/ncer/rfa/	**5,900**	**27.58%**	7,724	276,577
3.	http://es.epa.gov/ncer/rfa/ 2004	**4,183**	**19.56%**	7,949	329,328
4.	http://es.epa.gov/ncer/rfa/ archive	**2,399**	**11.22%**	6,742	257,367
5.	http://es.epa.gov/ncer/rfa/ forms	**1,651**	**7.72%**	7,849	494,548
6.	http://es.epa.gov/ncer/rfa/ partners	**75**	**0.35%**	127	4,002
7.	http://es.epa.gov/ncer/rfa/ pdf	**69**	**0.32%**	123	20,467
8.	http://es.epa.gov/	**2**	**0.01%**	2	95
	Total	**21,389**	**100.00%**	**42,236**	**2,045,875**

Top Directories – Help Card

Path to Directory – The full URL path to the directory being analyzed.

Visits – Number of visits to pages within the specified directory. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle–time limit. The default idle–time limit is thirty minutes. This time limit can be changed by the system administrator.

Hits – Each file requested by a visitor registers as a hit. There can be several hits on each page. While the volume of hits reflects the amount of server traffic, it is not an accurate reflection of the number of pages viewed.

Kbytes Transferred – Number of kilobytes of data transferred by the server from the specified directory to your visitors.

% – Percentage of visits or hits to, or kilobytes of data transferred from the specified directory compared to all other directories.

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This report indicates the content visitors are most interested in. Use this information to determine which content areas to develop further, which areas to focus on less, and how you can arrange your content most effectively. If the table is sorted by kilobytes of data transferred, this page reveals what kind of data the server spends the most time transferring, and may suggest different ways to organize your data, or different ways to distribute the server load if you have more than one server.
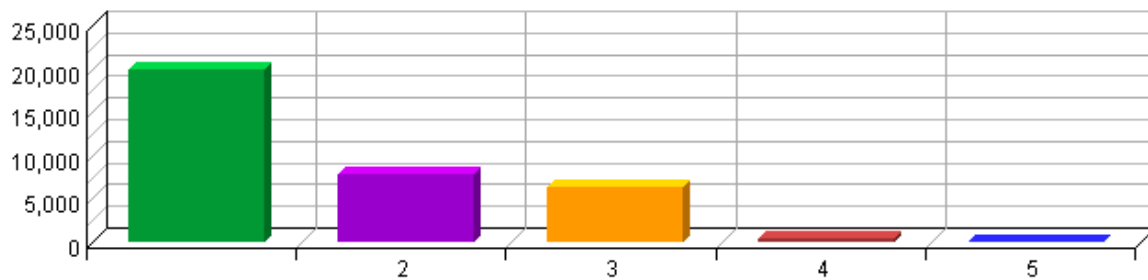
Files Dashboard

This displays key graphs and tables that provide an overview of the Files chapter. Click on the title of a graph or table to navigate to the corresponding page.
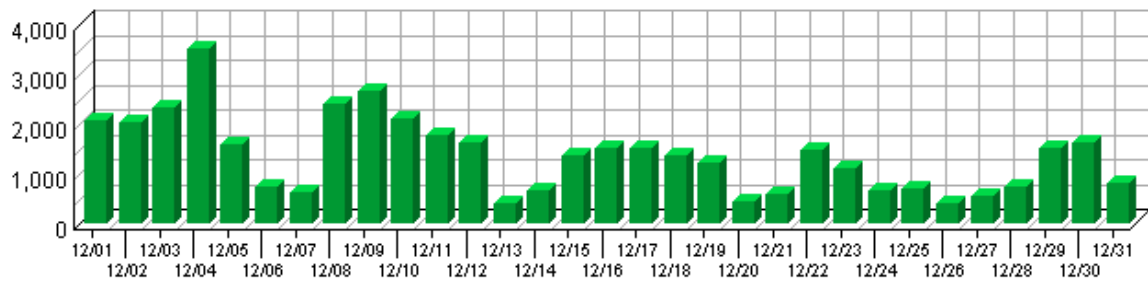
Hit Summary

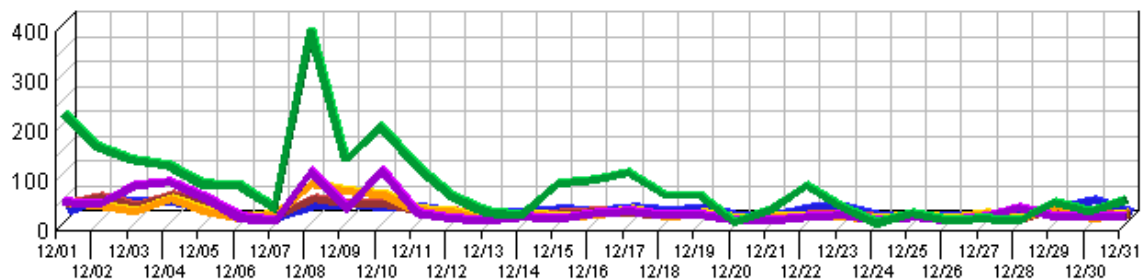|	
Successful Hits for Entire Site	42,236
Average Hits per Day	1,362
Home Page Hits	7,252

Most Accessed File Types by Files
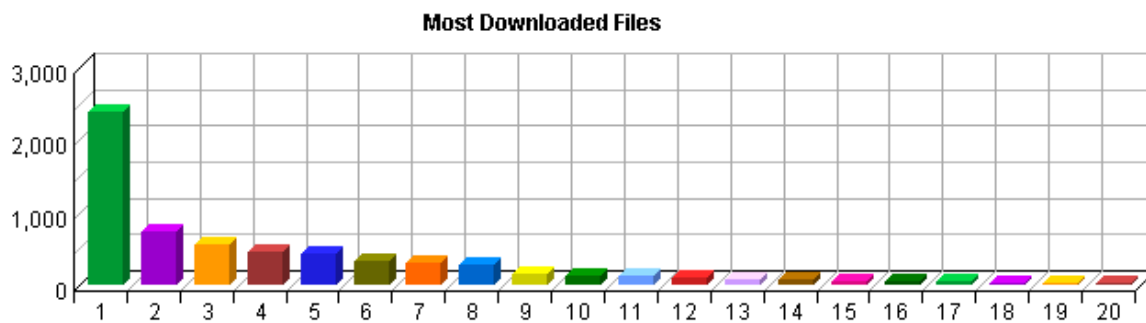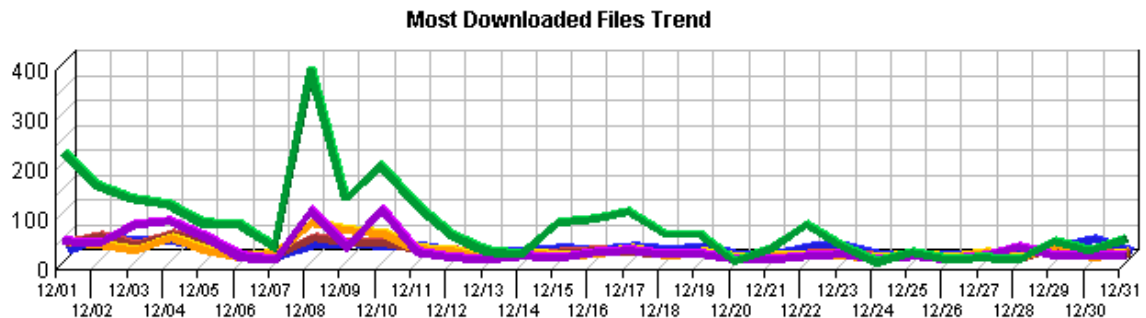

Hits Trend

Most Downloaded Files Trend

Most Downloaded Files

This report identifies the most popular files downloaded from your site.

Most Downloaded Files Trend

Most Downloaded Files

Most Downloaded Files

	Downloaded Files	Downloads	%	Visits
1.	http://es.epa.gov/ncer/rfa/ forms/standinstr_03−04a.pdf	**2,381**	**35.69%**	351
2.	http://es.epa.gov/ncer/rfa/ forms/epaf2003.pdf	**728**	**10.91%**	325
3.	http://es.epa.gov/ncer/rfa/ forms/sf424instructions.pdf	**567**	**8.50%**	219
4.	http://es.epa.gov/ncer/rfa/ forms/application.pdf	**459**	**6.88%**	300
5.	http://es.epa.gov/ncer/rfa/ 2004/STAA_Guidelines.PDF	**443**	**6.64%**	230
6.	http://es.epa.gov/ncer/rfa/ forms/guidance.pdf	**327**	**4.90%**	198
7.	http://es.epa.gov/ncer/rfa/ forms/support.pdf	**304**	**4.56%**	158
8.	http://es.epa.gov/ncer/rfa/ forms/keycontacts.pdf	**281**	**4.21%**	168
9.	http://es.epa.gov/ncer/rfa/ 2004/STAA_form_2004.pdf	**152**	**2.28%**	90
10.	http://es.epa.gov/ncer/rfa/ current/SBIR_phase1.pdf	**123**	**1.84%**	42
11.	http://es.epa.gov/ncer/rfa/ forms/424b.pdf	**118**	**1.77%**	73

12.	http://es.epa.gov/ncer/rfa/ current/SBIR_special_phase1_a. pdf	**89**	**1.33%**	26
13.	http://es.epa.gov/ncer/rfa/ current/SBIR_special_phase1_w. pdf	**86**	**1.29%**	26
14.	http://es.epa.gov/ncer/rfa/ forms/epacert.pdf	**82**	**1.23%**	62
15.	http://es.epa.gov/ncer/rfa/ forms/standinstr_03–04.pdf	**57**	**0.85%**	5
16.	http://es.epa.gov/ncer/rfa/ forms/epaf2001.pdf	**53**	**0.79%**	7
17.	http://es.epa.gov/ncer/rfa/ current/SBIR_special_phase1_s. pdf	**51**	**0.76%**	17
18.	http://es.epa.gov/ncer/rfa/ pdf/a98hexval.pdf	**38**	**0.57%**	27
19.	http://es.epa.gov/ncer/rfa/ current/sbir_arsenic.pdf	**35**	**0.52%**	12
20.	http://es.epa.gov/ncer/rfa/ current/ 2003_staa_mem_attachments.pdf	**34**	**0.51%**	27
	Subtotal	**6,408**	**96.06%**	**2,363**
	Other	**263**	**3.94%**	**197**
	Total	**6,671**	**100.00%**	**2,560**

Most Downloaded Files – Help Card

? **Downloads** – Number of times the specified file was downloaded by a visitor. If an error occurred during a transfer, the transfer is not counted.

**Files** – The path and filename of the file being analyzed.

Visits – The number of unique visitors who downloaded the specified file. If an error occurred in the transfer, the transfer is not counted.

% – Percentage of times the specified file was downloaded compared to all downloaded files.

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♀ This information shows you the most popular downloadable files on your web site. Files that don't appear on the list, or appear low on the list, may require maintenance such as decreasing the file size, improving link placement, or elimination to make room for more popular content.

Most Accessed File Types

This report identifies the types of files accessed on your site and the total number of kilobytes of data transferred for each file type. Cached requests and erred hits are excluded from the totals. The types of files accessed are listed in descending order.

Most Accessed File Types by Files
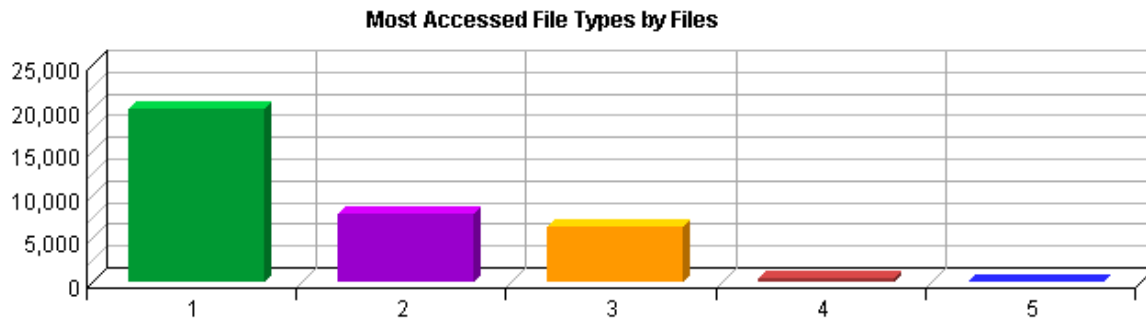
Most Accessed File Types

	File Type	Files	%	Kbytes Transferred
1.	html	**20,000**	**57.49%**	1,143,401
2.	htm	**7,932**	**22.80%**	286,132
3.	pdf	**6,301**	**18.11%**	586,974
4.	doc	**449**	**1.29%**	27,478
5.	wpd	**104**	**0.30%**	1,892
	Total	**34,786**	**100.00%**	**2,045,875**

Most Accessed File Types – Help Card
File Type – Identifies types of files by their file extension. For example, a file named graphic.gif is identified as type "gif."
Files – Number of files of the specified type accessed by visitors to your site.
Kbytes Transferred – Number of kilobytes of data transferred for all files of the specified type.
% – Percentage of all kilobytes of data transferred for the specified file type.
––
This report provides general statistics for the type of data that visitors access on your site.

Most Uploaded Files

This report identifies the most popular files uploaded using FTP PUT, HTTP PUT, or HTTP POST.

No data for this section in the log data analyzed.

Most Uploaded Files – Help Card

? **Files** – The path and filename of the uploaded file being analyzed.

Top Uploads – Number of times the specified file was uploaded to your site. If an error occurred during a transfer, the transfer is not counted.

Visits – Number of visits to your site where the specified file was uploaded. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle–time limit. The default idle–time limit is thirty minutes. This time limit can be changed by the system administrator.

% – Percentage of times the specified file was uploaded compared with all uploaded files.

––

♀ You may want to run virus scans on uploaded files.

URL 1D Parameter Analysis by Visits

This report shows how often each page/parameter pair−−or dynamic page−−was visited.

<div style="border:1px solid">

No data for this section in the log data analyzed.

</div>

URL 1D Parameter Analysis by Visits − Help Card

? **Description** – The dynamic page requested using the parameter value in the next column. Only dynamic pages and parameters that the system administrator configured to be tracked are listed. If an error occurred during a transfer, the transfer is not counted.

Hits – Number of hits where this page used this parameter. Each file requested by a visitor registers as a hit.

Parameter Value – Parameter value being tracked. Only dynamic pages and parameters the system administrator configured to be tracked are listed. If an error occurred during a transfer, the transfer is not counted.

Total – Note that a request may include more than one parameter, causing a single visit to be counted multiple times. The Total shown in the Visits column is for Visits multiplied by parameters per visit.

Visits – Number of visits where this page used this parameter. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle−time limit. The default idle−time limit is thirty minutes. This time limit can be changed by the system administrator.

% – If one visit includes hits for multiple dynamic pages, as is often the case, each parameter is counted every time it is used. As a result, the total may exceed 100%.

Subtotal – Total of data rows for the first set of items displayed in table.

Other – Total of data rows for items next set(s).

−−

♀ If you use URL Parameter Analysis to track products, you can determine which products interest visitors the most.

URL 1D Parameter Analysis by Hits

This report shows how often each page/parameter pair−−or dynamic page−−was visited.

<table>
<tr><td>No data for this section in the log data analyzed.</td></tr>
</table>

<table>
<tr><td colspan="2">URL 1D Parameter Analysis by Hits – Help Card</td></tr>
<tr>
<td>?</td>
<td>

Description – The dynamic page requested using the parameter value in the next column. Only dynamic pages and parameters that the system administrator configured to be tracked are listed. If an error occurred during a transfer, the transfer is not counted.

Hits – Number of hits where this page used this parameter. Each file requested by a visitor registers as a hit.

Parameter Value – Parameter value being tracked. Only dynamic pages and parameters the system administrator configured to be tracked are listed. If an error occurred during a transfer, the transfer is not counted.

Total – Note that a request may include more than one parameter, causing a single visit to be counted multiple times. The Total shown in the Visits column is for Visits multiplied by parameters per visit.

Visits – Number of visits where this page used this parameter. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle−time limit. The default idle−time limit is thirty minutes. This time limit can be changed by the system administrator.

% – If one visit includes hits for multiple dynamic pages, as is often the case, each parameter is counted every time it is used. As a result, the total may exceed 100%.

Subtotal – Total of data rows for the first set of items displayed in table.

Other – Total of data rows for items next set(s).

−−

</td>
</tr>
<tr>
<td>💡</td>
<td>If you use URL Parameter Analysis to track products, you can determine which products interest visitors the most.</td>
</tr>
</table>

Navigation Dashboard

This dashboard summarizes important information related to online navigation.

Top Entry Pages

Single Access Pages

Top Entry Files

Top Exit Pages
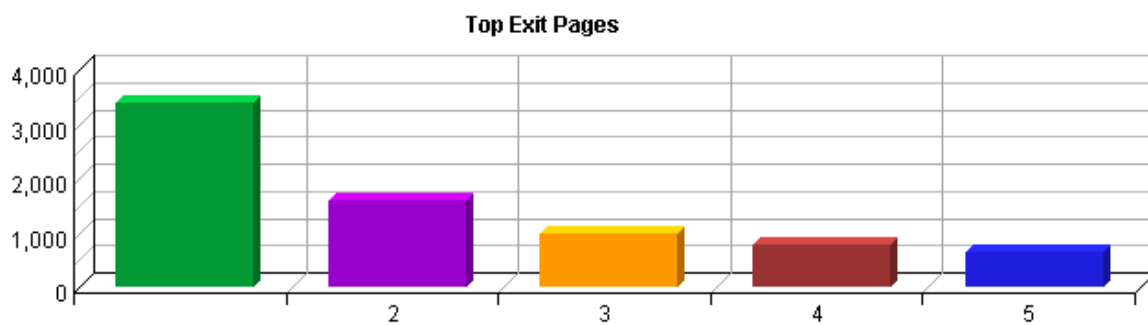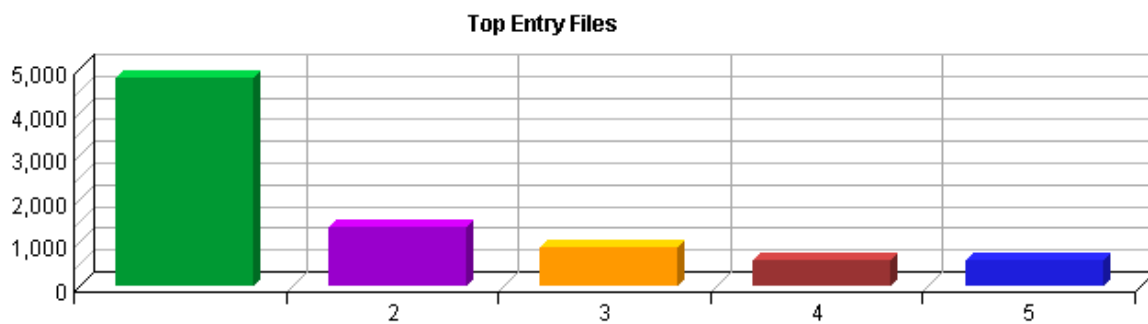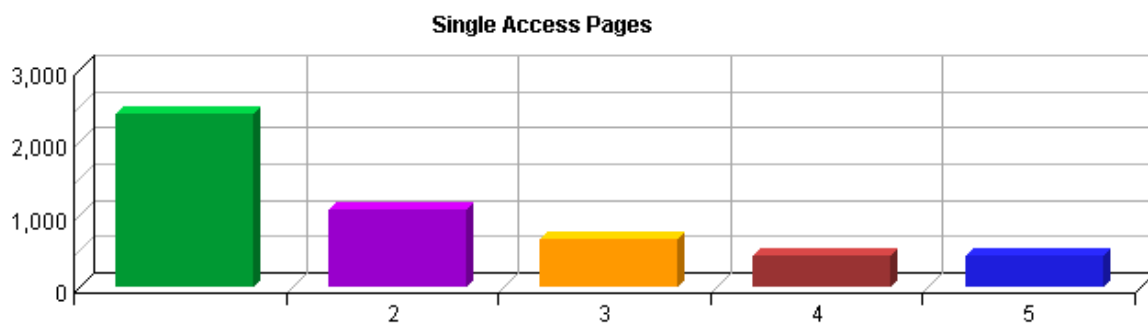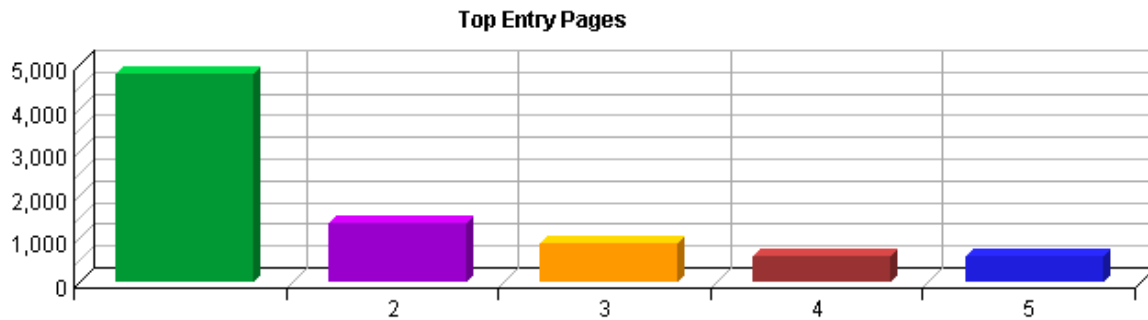
Top Entry Pages

This report identifies the first page viewed when a visitor visits your site. The most common entry page is usually the home page, but other common entry pages include specific URLs that visitors type, pages that have been bookmarked, or pages referred to by other sites.
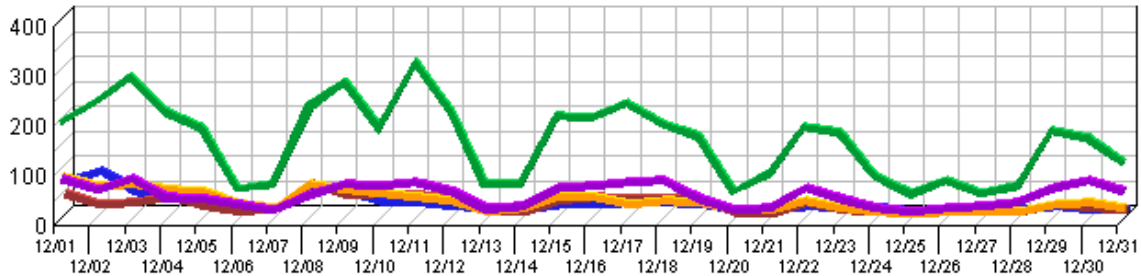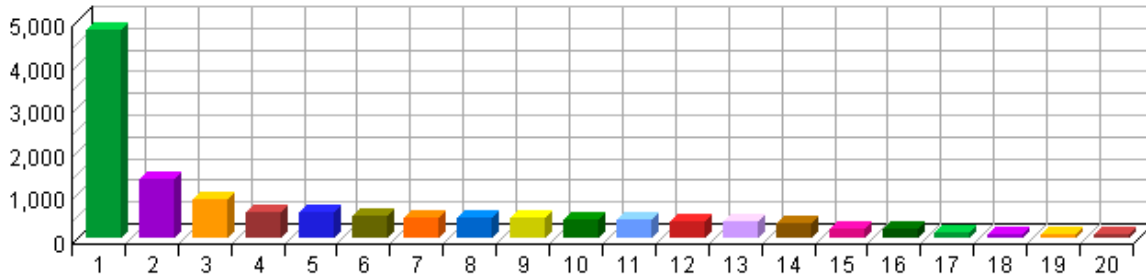

Top Entry Pages

	Pages	Visits	%
1.	**EPA: ORD: NCER: Environmental Research Grant Announcements** http:/ / es.epa.gov/ ncer/ rfa/	4,807	30.61%
2.	**EPA: ORD: NCER: Funding Opportunities** http:/ / es.epa.gov/ ncer/ rfa/ current/ 2004_gro_grad_fellow.html	1,351	8.60%
3.	**EPA: ORD: NCER: Research Opportunities** http:/ / es.epa.gov/ ncer/ rfa/ current/ 2004_grad_fellow. html	885	5.64%
4.	**EPA: ORD: NCER: Funding Opportunities** http:/ / es.epa.gov/ ncer/ rfa/ 2004/ 2004_biomarkers.html	595	3.79%
5.	**EPA: ORD: NCER: Funding Opportunities** http:/ / es.epa.gov/ ncer/ rfa/ 2004/ 2004_corporate.html	594	3.78%
6.	**EPA: ORD: NCER: Funding**	504	3.21%

	Opportunities http:/ / es.epa.gov/ ncer/ rfa/ 2004/ 2004_ecohab.html		
7.	**EPA: ORD: NCER: Funding Opportunities** http:/ / es.epa.gov/ ncer/ rfa/ current/ 2004_gro_undergrad_fellow.html	482	3.07%
8.	**EPA: ORD: NCER: Funding Opportunities** http:/ / es.epa.gov/ ncer/ rfa/ 2004/ 2004_gro_bioaccum. html	458	2.92%
9.	**EPA: ORD: NCER: Funding Opportunities** http:/ / es.epa.gov/ ncer/ rfa/ 2004/ 2004_source_pm.html	454	2.89%
10.	**EPA: ORD: NCER: Research Opportunities: FY 2002 Science To Achieve** http:/ / es.epa.gov/ ncer/ rfa/ forms/	415	2.64%
11.	**Environmental Protection Agency** http:/ / es.epa.gov/ ncer/ rfa/ current/ 2003_nano.html	413	2.63%
12.	**EPA: ORD: NCER: Funding Opportunities** http:/ / es.epa.gov/ ncer/ rfa/ 2004/ 2004_air_poll_em.html	392	2.50%
13.	**EPA: ORD: NCER: Funding Opportunities** http:/ / es.epa.gov/ ncer/ rfa/ current/ 2004_arsenic.html	388	2.47%
14.	**Environmental Protection Agency** http:/ / es.epa.gov/ ncer/ rfa/ current/ 2003_enviro_stat. html	328	2.09%
15.	**EPA: ORD: NCER: Small Business Innovation Research** http:/ / es.epa.gov/ ncer/ rfa/ archive/ sbir/	225	1.43%
16.	**Environmental Protection Agency** http:/ / es.epa.gov/ ncer/ rfa/ current/ 2003_comptox.html	223	1.42%
17.	**EPA: ORD: NCER: Research Opportunities: 2000 Minority Academic Institutions Unde** http:/ / es.epa.gov/ ncer/ rfa/ archive/ fellow/ undgrad. html	106	0.67%
18.	**EPA: ORD: NCER: Research Opportunities: Current RFA** http:/ / es.epa.gov/ ncer/ rfa/ current/ 2003_technology_epa_nsf.html	95	0.60%
19.	**Environmental Protection Agency** http:/ / es.epa.gov/ ncer/ rfa/ current/ 2003_global_change. html	76	0.48%

20.	**EPA: ORD: NCER: Research Opportunities: Current RFA** http:/ / es.epa.gov/ ncer/ rfa/ current/ 2003_mai_under. html	72	0.46%
	Subtotal	**12,863**	**81.90%**
	Other	**2,842**	**18.10%**
	Total	**15,705**	**100.00%**

Top Entry Pages – Help Card

? **Entry Page** – The first page viewed during a visit to your web site. If a visit consists only of hits to non–page files, that visit has no entry page. This can cause the total number of entry pages to be less than the total number of visits.

Pages – Any document, dynamic page, or form. Different types of profiles have different default settings for which file extensions qualify a file as a page. These settings can be changed by the Reporting Center system administrator. Any URL containing a question mark is considered a dynamic page.

Visits – Number of visits where the specified page was the entry page. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle–time limit. The default idle–time limit is thirty minutes. This time limit can be changed by the system administrator.

% – Percentage of times this page was the entry page compared with other entry pages.

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♀ This information can indicate how you might want to optimize the architecture of your web site based on where your visitors are entering. It can also help you determine which external links are most effective. Consider updating meta tags and links.

Top Entry Files

This report identifies the first hit from a visitor visiting your site. This is most likely the home page but, in some cases it may also be specific URLs that visitors enter to go directly to a particular file or page.

Top Entry Files Trend
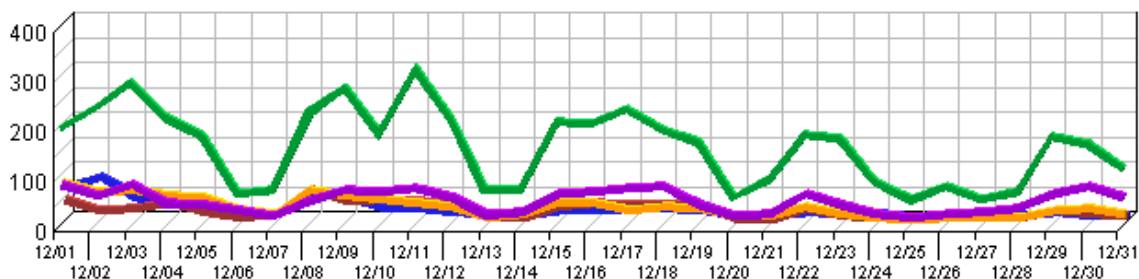
Top Entry Files
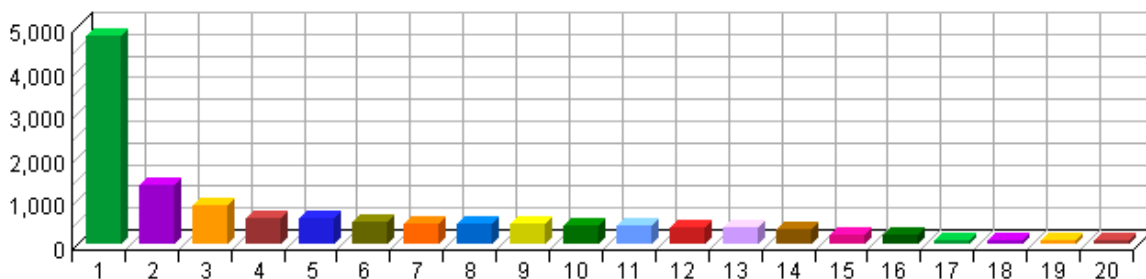
Top Entry Files

	Files	Visits	%
1.	http://es.epa.gov/ncer/rfa/	4,801	29.84%
2.	http://es.epa.gov/ncer/rfa/ current/2004_gro_grad_fellow. html	1,351	8.40%
3.	http://es.epa.gov/ncer/rfa/ current/2004_grad_fellow.html	885	5.50%
4.	http://es.epa.gov/ncer/rfa/ 2004/2004_biomarkers.html	595	3.70%
5.	http://es.epa.gov/ncer/rfa/ 2004/2004_corporate.html	594	3.69%
6.	http://es.epa.gov/ncer/rfa/ 2004/2004_ecohab.html	503	3.13%
7.	http://es.epa.gov/ncer/rfa/ current/ 2004_gro_undergrad_fellow.html	482	3.00%
8.	http://es.epa.gov/ncer/rfa/ 2004/2004_gro_bioaccum.html	458	2.85%
9.	http://es.epa.gov/ncer/rfa/ 2004/2004_source_pm.html	453	2.82%
10.	http://es.epa.gov/ncer/rfa/ current/2003_nano.html	412	2.56%
11.	http://es.epa.gov/ncer/rfa/ forms/	409	2.54%

12.	http://es.epa.gov/ncer/rfa/ 2004/2004_air_poll_em.html	392	2.44%
13.	http://es.epa.gov/ncer/rfa/ current/2004_arsenic.html	387	2.41%
14.	http://es.epa.gov/ncer/rfa/ current/2003_enviro_stat.html	327	2.03%
15.	http://es.epa.gov/ncer/rfa/ archive/sbir/	224	1.39%
16.	http://es.epa.gov/ncer/rfa/ current/2003_comptox.html	223	1.39%
17.	http://es.epa.gov/ncer/rfa/ archive/fellow/undgrad.html	104	0.65%
18.	http://es.epa.gov/ncer/rfa/ current/2003_technology_epa_nsf. html	95	0.59%
19.	http://es.epa.gov/ncer/rfa/ current/2003_global_change.html	76	0.47%
20.	http://es.epa.gov/ncer/rfa/ current/2003_mai_under.html	72	0.45%
	Subtotal	**12,843**	**79.82%**
	Other	**3,246**	**20.18%**
	Total	**16,089**	**100.00%**

Top Exit Pages

This report identifies the last page visitors viewed before they left your site.

Top Exit Pages Trend
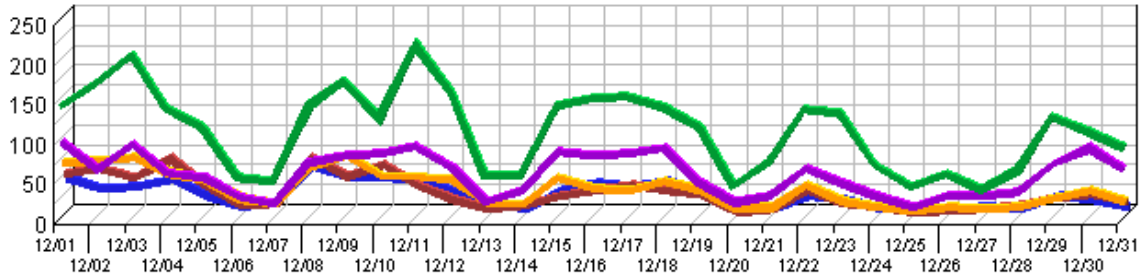
Top Exit Pages
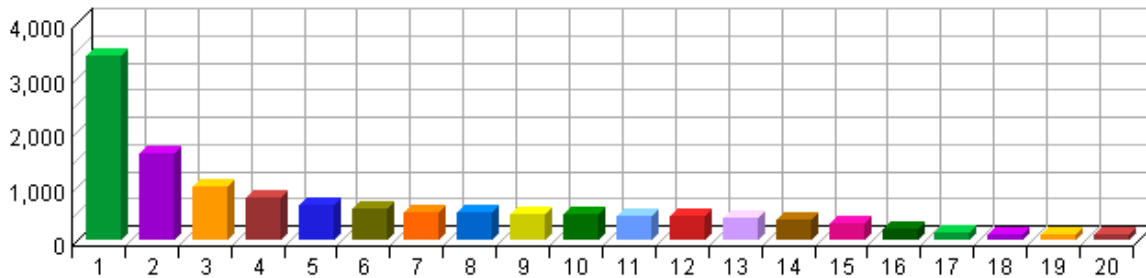
Top Exit Pages

	Pages	Visits	%
1.	**EPA: ORD: NCER: Environmental Research Grant Announcements** http:/ / es.epa.gov/ ncer/ rfa/	3,384	21.54%
2.	**EPA: ORD: NCER: Funding Opportunities** http:/ / es.epa.gov/ ncer/ rfa/ current/ 2004_gro_grad_fellow.html	1,601	10.19%
3.	**EPA: ORD: NCER: Research Opportunities** http:/ / es.epa.gov/ ncer/ rfa/ current/ 2004_grad_fellow. html	976	6.21%
4.	**EPA: ORD: NCER: Research Opportunities: FY 2002 Science To Achieve** http:/ / es.epa.gov/ ncer/ rfa/ forms/	770	4.90%
5.	**EPA: ORD: NCER: Funding Opportunities** http:/ / es.epa.gov/ ncer/ rfa/ 2004/ 2004_biomarkers.html	651	4.14%
6.	**EPA: ORD: NCER: Funding Opportunities** http:/ / es.epa.gov/ ncer/ rfa/ 2004/	585	3.72%

	2004_corporate.html		
7.	**EPA: ORD: NCER: Funding Opportunities** http:/ / es.epa.gov/ ncer/ rfa/ 2004/ 2004_source_pm.html	525	3.34%
8.	**EPA: ORD: NCER: Funding Opportunities** http:/ / es.epa.gov/ ncer/ rfa/ current/ 2004_gro_undergrad_fellow.html	513	3.27%
9.	**EPA: ORD: NCER: Funding Opportunities** http:/ / es.epa.gov/ ncer/ rfa/ 2004/ 2004_ecohab.html	484	3.08%
10.	**EPA: ORD: NCER: Funding Opportunities** http:/ / es.epa.gov/ ncer/ rfa/ 2004/ 2004_gro_bioaccum. html	482	3.07%
11.	**EPA: ORD: NCER: Funding Opportunities** http:/ / es.epa.gov/ ncer/ rfa/ 2004/ 2004_air_poll_em.html	455	2.90%
12.	**EPA: ORD: NCER: Funding Opportunities** http:/ / es.epa.gov/ ncer/ rfa/ current/ 2004_arsenic.html	439	2.79%
13.	**Environmental Protection Agency** http:/ / es.epa.gov/ ncer/ rfa/ current/ 2003_enviro_stat. html	404	2.57%
14.	**Environmental Protection Agency** http:/ / es.epa.gov/ ncer/ rfa/ current/ 2003_nano.html	373	2.37%
15.	**Environmental Protection Agency** http:/ / es.epa.gov/ ncer/ rfa/ current/ 2003_comptox.html	298	1.90%
16.	**EPA: ORD: NCER: Small Business Innovation Research** http:/ / es.epa.gov/ ncer/ rfa/ archive/ sbir/	213	1.36%
17.	**EPA: ORD: NCER: STANDARD INSTRUCTIONS FOR SUBMITTING A STAR APPLICATION** http:/ / es.epa.gov/ ncer/ rfa/ forms/ standinstr.html	139	0.88%
18.	**EPA: ORD: NCER: Research Opportunities: Current RFA** http:/ / es.epa.gov/ ncer/ rfa/ current/ 2003_technology_epa_nsf.html	107	0.68%
19.	**EPA: ORD: NCER: Funding Opportunities** http:/ / es.epa.gov/ ncer/ rfa/ current/ 2004_air_poll.html	103	0.66%
20.		101	0.64%

EPA: ORD: NCER: Research Opportunities: 2000 Minority Academic Institutions Unde http:/ / es.epa.gov/ ncer/ rfa/ archive/ fellow/ undgrad. html		
Subtotal	**12,603**	**80.23%**
Other	**3,105**	**19.77%**
Total	**15,708**	**100.00%**

Top Exit Pages – Help Card

? **Exit Page** – The last page viewed during a visit to your web site. If a visit consists only of hits to non−page files, that visit has no exit page. This can cause the total number of exit pages to be less than the total number of visits.

Pages – Any document, dynamic page, or form. Different types of profiles have different default settings for which file extensions qualify a file as a page. These settings can be changed by the Reporting Center system administrator. Any URL containing a question mark is considered a dynamic page.

Visits – Number of visits where the specified page was the exit page. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle−time limit. The default idle−time limit is thirty minutes. This time limit can be changed by the system administrator.

% – Percentage of times this page was the exit page compared with other exit pages.

−−

You can use this information to determine your visitors' satisfaction with their visits. Visitors may have left this page because they found what they were looking for, lost interest, determined the content didn't apply to them, or for many other reasons. If your top exit page is your home page, this may be an indication that you are alienating a lot of first time visitors.

Single Access Pages

This report identifies the pages on your web site that visitors open, then exit from, without viewing any other page.

Single Access Pages Trend

Single Access Pages
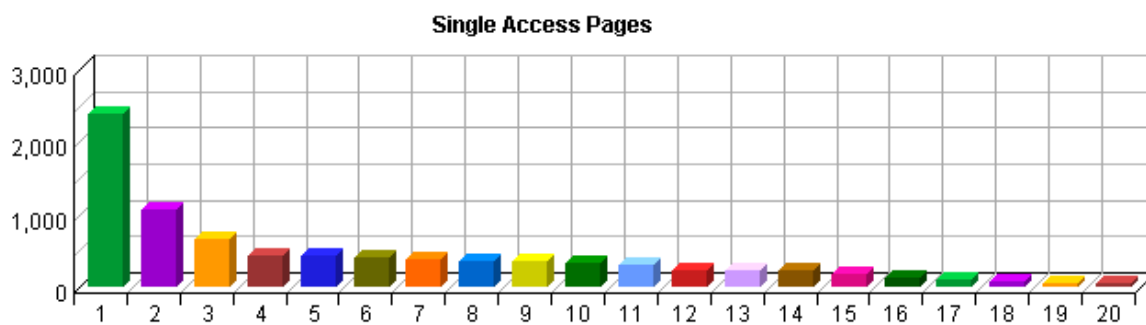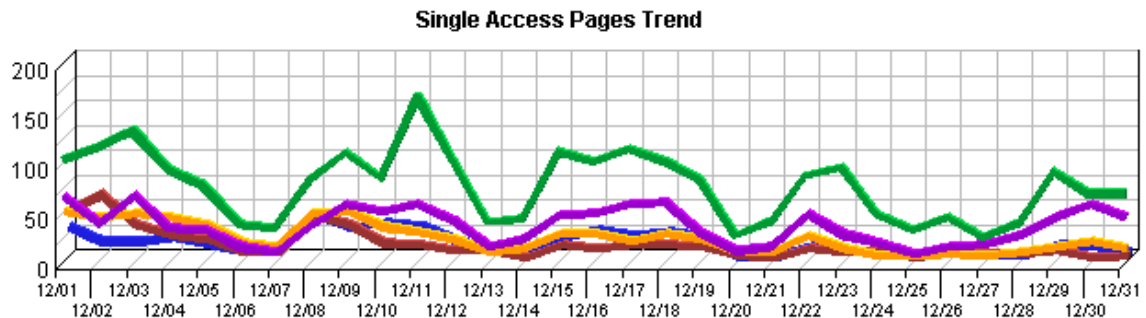
Single Access Pages

	Pages	Visits	%
1.	**EPA: ORD: NCER: Environmental Research Grant Announcements** http:/ / es.epa.gov/ ncer/ rfa/	2,400	22.94%
2.	**EPA: ORD: NCER: Funding Opportunities** http:/ / es.epa.gov/ ncer/ rfa/ current/ 2004_gro_grad_fellow.html	1,070	10.23%
3.	**EPA: ORD: NCER: Research Opportunities** http:/ / es.epa.gov/ ncer/ rfa/ current/ 2004_grad_fellow. html	662	6.33%
4.	**EPA: ORD: NCER: Funding Opportunities** http:/ / es.epa.gov/ ncer/ rfa/ 2004/ 2004_corporate.html	426	4.07%
5.	**EPA: ORD: NCER: Funding Opportunities** http:/ / es.epa.gov/ ncer/ rfa/ 2004/ 2004_biomarkers.html	421	4.02%
6.	**EPA: ORD: NCER: Funding Opportunities** http:/ / es.epa.gov/ ncer/ rfa/ 2004/	396	3.79%

	2004_ecohab.html		
7.	**EPA: ORD: NCER: Funding Opportunities** http:// es.epa.gov/ ncer/ rfa/ current/ 2004_gro_undergrad_fellow.html	376	3.59%
8.	**EPA: ORD: NCER: Funding Opportunities** http:// es.epa.gov/ ncer/ rfa/ 2004/ 2004_source_pm.html	353	3.37%
9.	**EPA: ORD: NCER: Funding Opportunities** http:// es.epa.gov/ ncer/ rfa/ 2004/ 2004_gro_bioaccum. html	352	3.37%
10.	**EPA: ORD: NCER: Funding Opportunities** http:// es.epa.gov/ ncer/ rfa/ current/ 2004_arsenic.html	330	3.15%
11.	**EPA: ORD: NCER: Funding Opportunities** http:// es.epa.gov/ ncer/ rfa/ 2004/ 2004_air_poll_em.html	317	3.03%
12.	**Environmental Protection Agency** http:// es.epa.gov/ ncer/ rfa/ current/ 2003_enviro_stat. html	240	2.29%
13.	**Environmental Protection Agency** http:// es.epa.gov/ ncer/ rfa/ current/ 2003_nano.html	234	2.24%
14.	**EPA: ORD: NCER: Research Opportunities: FY 2002 Science To Achieve** http:// es.epa.gov/ ncer/ rfa/ forms/	220	2.10%
15.	**Environmental Protection Agency** http:// es.epa.gov/ ncer/ rfa/ current/ 2003_comptox.html	171	1.63%
16.	**EPA: ORD: NCER: Small Business Innovation Research** http:// es.epa.gov/ ncer/ rfa/ archive/ sbir/	125	1.20%
17.	**EPA: ORD: NCER: Research Opportunities: 2000 Minority Academic Institutions Unde** http:// es.epa.gov/ ncer/ rfa/ archive/ fellow/ undgrad. html	95	0.91%
18.	**EPA: ORD: NCER: Research Opportunities: Current RFA** http:// es.epa.gov/ ncer/ rfa/ current/ 2003_technology_epa_nsf.html	78	0.75%
19.	**EPA: ORD: NCER: Research Opportunities: Current RFA** http:// es.epa.gov/ ncer/ rfa/ current/ 2003_mai_under. html	61	0.58%
20.		58	0.55%

EPA: ORD: NCER: Research Opportunities: Current RFA		
http:/ / es.epa.gov/ ncer/ rfa/ current/ 2003arsenic.html		
Subtotal	**8,385**	**80.16%**
Other	**2,075**	**19.84%**
Total	**10,460**	**100.00%**

Single Access Pages – Help Card

? **Single Access Page** – A page on your web site that visitors open, then exit from, without viewing any other page. To qualify, the visit must be to a page with a valid document type. If the visit is to a document with a different type (such as a graphic or sound file), the file does not count as a single access page, and the visit is not included in the total. Such visits are often the result of other sites referencing a specific downloadable file or graphic on your site. In these cases, a visit may have a single hit to a non–document type file, and will not be counted in the percentage calculations.

Pages – Any document, dynamic page, or form. Different types of profiles have different default settings for which file extensions qualify a file as a page. These settings can be changed by the Reporting Center system administrator. Any URL containing a question mark is considered a dynamic page.

Visits – Number of visits where the specified page was the exit page. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle–time limit. The default idle–time limit is thirty minutes. This time limit can be changed by the system administrator.

% – Percentage of times this page was a single access page compared with other single access pages.

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♥ This information can be helpful when considering the design of the site with respect to the kind of visitors you attract. Consider how well these pages convey your message. Do they need improvement to extend visits, or is it possible that are you attracting the wrong visitors?

Top Paths Through Site

This report tracks visitor activity beginning with their entry page into the site–—the first page they open–—then all subsequent pages during their visit. The default definition for a page in this context is defined as a document ending with the extension .htm, .html, or .asp. This definition can be changed by the system administrator.

Top Paths Through Site

Starting Page	Paths from Start	Visits	%
All Entry Pages	1. **EPA: ORD: NCER: Environmental Research Grant Announcements** http://es.epa.gov/ncer/rfa/	2,836	18.05%
	1. **EPA: ORD: NCER: Funding Opportunities** http://es.epa.gov/ncer/rfa/ current/2004_gro_grad_fellow. html	1,173	7.47%
	1. **EPA: ORD: NCER: Research Opportunities** http://es.epa.gov/ncer/rfa/ current/2004_grad_fellow.html	685	4.36%
	1. **EPA: ORD: NCER: Funding Opportunities** http://es.epa.gov/ncer/rfa/ 2004/2004_corporate.html	455	2.90%
	1. **EPA: ORD: NCER: Funding Opportunities** http://es.epa.gov/ncer/rfa/ 2004/2004_biomarkers.html	446	2.84%
	1. **EPA: ORD: NCER: Funding Opportunities** http://es.epa.gov/ncer/rfa/ 2004/2004_ecohab.html	415	2.64%
	1. **EPA: ORD: NCER: Funding Opportunities** http://es.epa.gov/ncer/rfa/ current/ 2004_gro_undergrad_fellow.html	402	2.56%
	1. **EPA: ORD: NCER: Funding Opportunities** http://es.epa.gov/ncer/rfa/ 2004/2004_gro_bioaccum.html	393	2.50%
	1. **EPA: ORD: NCER: Funding Opportunities** http://es.epa.gov/ncer/rfa/ 2004/2004_source_pm.html	387	2.46%
	1. **EPA: ORD: NCER: Funding Opportunities** http://es.epa.gov/ncer/rfa/ current/2004_arsenic.html	354	2.25%
	1. **EPA: ORD: NCER: Funding Opportunities** http://es.epa.gov/ncer/rfa/ 2004/2004_air_poll_em.html	332	2.11%
	1. **Environmental Protection Agency** http://es.epa.gov/ncer/rfa/ current/2003_nano.html	277	1.76%
		270	1.72%

1. **EPA: ORD: NCER: Research Opportunities: FY 2002 Science To Achieve**

   http://es.epa.gov/ncer/rfa/ forms/

249	1.59%

1. **Environmental Protection Agency**

   http://es.epa.gov/ncer/rfa/ current/2003_enviro_stat.html

179	1.14%

1. **Environmental Protection Agency**

   http://es.epa.gov/ncer/rfa/ current/2003_comptox.html

157	1.00%

1. **EPA: ORD: NCER: Environmental Research Grant Announcements**

   http://es.epa.gov/ncer/rfa/
2. **EPA: ORD: NCER: Funding Opportunities**

   http://es.epa.gov/ncer/rfa/ current/2004_gro_grad_fellow. html

133	0.85%

1. **EPA: ORD: NCER: Small Business Innovation Research**

   http://es.epa.gov/ncer/rfa/ archive/sbir/

132	0.84%

1. **EPA: ORD: NCER: Environmental Research Grant Announcements**

   http://es.epa.gov/ncer/rfa/
2. **EPA: ORD: NCER: Research Opportunities**

   http://es.epa.gov/ncer/rfa/ current/2004_grad_fellow.html

117	0.74%

1. **EPA: ORD: NCER: Environmental Research Grant Announcements**

   http://es.epa.gov/ncer/rfa/
2. **EPA: ORD: NCER: Research Opportunities: FY 2002 Science To Achieve**

   http://es.epa.gov/ncer/rfa/ forms/

96	0.61%

1. **EPA: ORD: NCER: Research Opportunities: 2000 Minority Academic Institutions Unde**

   http://es.epa.gov/ncer/rfa/ archive/fellow/undgrad.html

Top Paths Through Site – Help Card

? **Path Through Site** – The sequence of pages a visitor views, from the entry page to the exit page.

Paths From Start – With the exception of the starting page, this column lists the pages of the top paths taken through your site. The paths listed are limited to the paths configured for path analysis for this profile. These lists are grouped so that more than one row has the same starting page. To see the starting page for each of these lists, look in the Starting Page column and find the first entry up from the Paths from Start row.

Starting Page – The first page, or entry page, in the full path visitors take through your site.

Visits – Number of visits where the specified path was followed. A visit is a series of

actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle–time limit. The default idle–time limit is thirty minutes. This time limit can be changed by the system administrator.

% – Percentage of times that the specified path through your site was taken compared to all other listed paths through your site.

––

Use this information to evaluate the design of your web site. Where do your visitors go once they reach your site? Which pages are visited first? Do your visitors appear to be looking for pages that should be more accessible?

Technical Dashboard

This dashboard summarizes important information related to online technical activity.

Hits Trend
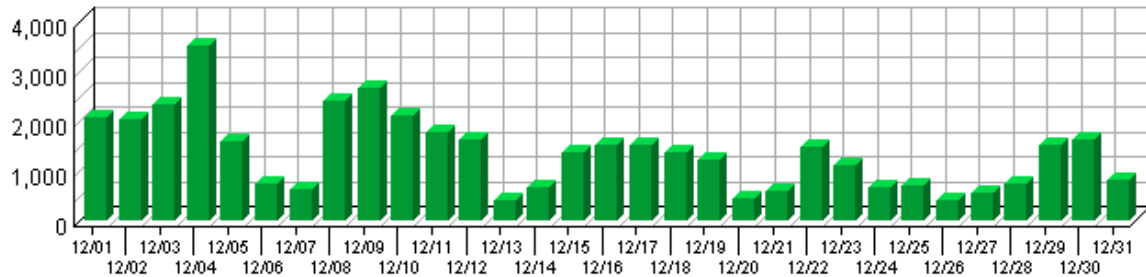
Hit Summary

Successful Hits for Entire Site	42,236
Average Hits per Day	1,362
Home Page Hits	7,252

Bandwidth: Kbytes Transferred Trend
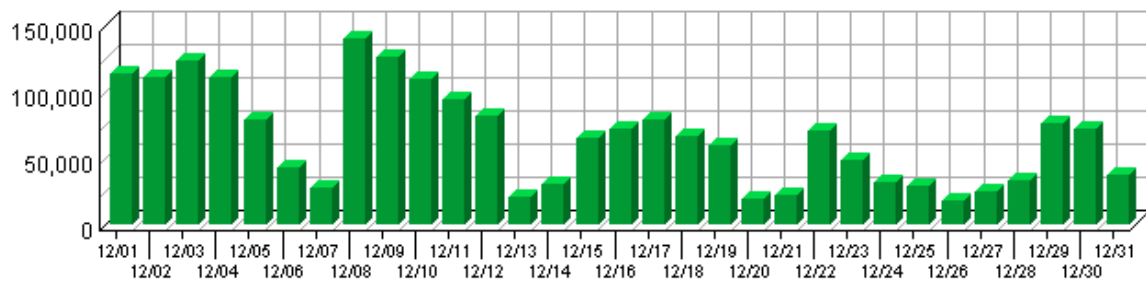
Technical Statistics

Total Hits	52,183	100%
Successful Hits	42,236	80.94%
Failed Hits	9,947	19.06%
Cached Hits	7,450	14.28%

Page Views Trend

This report helps you determine the bandwidth requirements of your web site by tracking page views over the course of the report period.
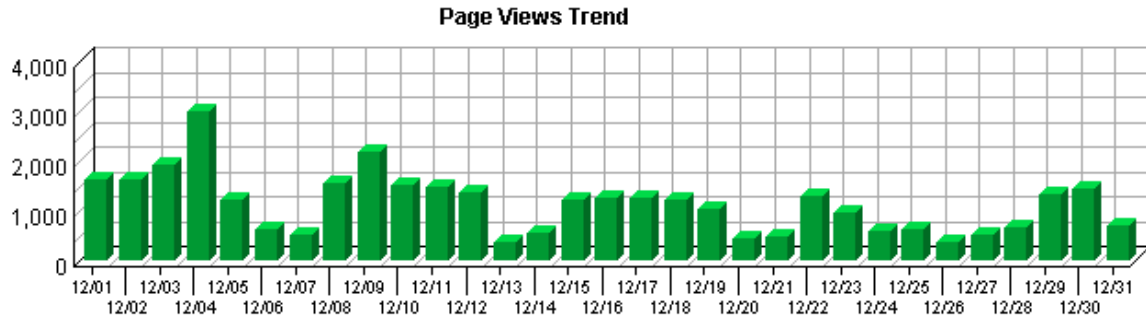
Page Views Trend

Time Interval	Page Views	%
12/01	1,612	4.61%
12/02	1,616	4.62%
12/03	1,920	5.49%
12/04	2,995	8.57%
12/05	1,231	3.52%
12/06	622	1.78%
12/07	506	1.45%
12/08	1,558	4.46%
12/09	2,193	6.28%
12/10	1,524	4.36%
12/11	1,490	4.26%
12/12	1,385	3.96%
12/13	379	1.08%
12/14	549	1.57%
12/15	1,208	3.46%
12/16	1,267	3.63%
12/17	1,246	3.57%
12/18	1,215	3.48%
12/19	1,051	3.01%
12/20	438	1.25%
12/21	471	1.35%
12/22	1,283	3.67%
12/23	946	2.71%
12/24	598	1.71%
12/25	621	1.78%

12/26	362	1.04%
12/27	502	1.44%
12/28	673	1.93%
12/29	1,341	3.84%
12/30	1,457	4.17%
12/31	688	1.97%
Total	**34,947**	**100.00%**

Page Views Trend – Help Card

? **Page** – Any document, dynamic page, or form. Different types of profiles have different default settings for which file extensions qualify a file as a page. These settings can be changed by the Reporting Center system administrator. Any URL containing a question mark is considered a dynamic page.

Page View – A hit to any file classified as a page. In order to view a web page with embedded images, for example, a browser must retrieve multiple files. The page and its embedded files counts as a single page view.

Time Interval – A one–year report displays monthly time increments. A one–quarter report displays weekly time increments. A one–month report or a one–week report displays daily time increments. A daily report displays hourly time increments. An hour–long interval marked 12:00, for example, includes all activity between 12:00 and 12:59.

% – Percentage of total page views that occurred during the specified time interval.

––

♀ Periods of less activity can be considered good times for maintenance and content improvement.

Hits Trend

This report helps you learn the bandwidth requirements of your site by tracking hits over the course of the report period.
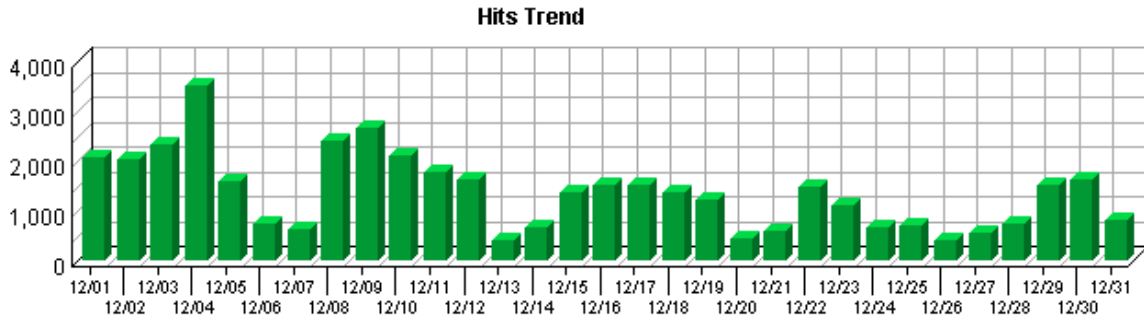
Hits Trend

Time Interval	Hits	%
12/01	2,066	4.89%
12/02	2,035	4.82%
12/03	2,347	5.56%
12/04	3,501	8.29%
12/05	1,597	3.78%
12/06	751	1.78%
12/07	613	1.45%
12/08	2,398	5.68%
12/09	2,660	6.30%
12/10	2,116	5.01%
12/11	1,796	4.25%
12/12	1,618	3.83%
12/13	414	0.98%
12/14	670	1.59%
12/15	1,370	3.24%
12/16	1,531	3.62%
12/17	1,505	3.56%
12/18	1,355	3.21%
12/19	1,240	2.94%
12/20	459	1.09%
12/21	581	1.38%
12/22	1,486	3.52%
12/23	1,105	2.62%
12/24	666	1.58%
12/25	714	1.69%

12/26	391	0.93%
12/27	562	1.33%
12/28	743	1.76%
12/29	1,517	3.59%
12/30	1,622	3.84%
12/31	807	1.91%
Total	**42,236**	**100.00%**

Hits Trend – Help Card

Hits – Each file requested by a visitor registers as a hit. There can be several hits on each page. While the volume of hits reflects the amount of server traffic, it is not an accurate reflection of the number of pages viewed.

Time Interval – A one–year report displays monthly time increments. A one–quarter report displays weekly time increments. A one–month report or a one–week report displays daily time increments. A daily report displays hourly time increments. An hour–long interval marked 12:00, for example, includes all activity between 12:00 and 12:59.

% – Percentage of hits that occurred during the specified time interval.

––

Periods of less activity can be considered good times for maintenance and content improvement.

Bandwidth: Kbytes Transferred Trend

This report helps you see the bandwidth requirements of your site by tracking kilobytes transferred over the course of the report period.
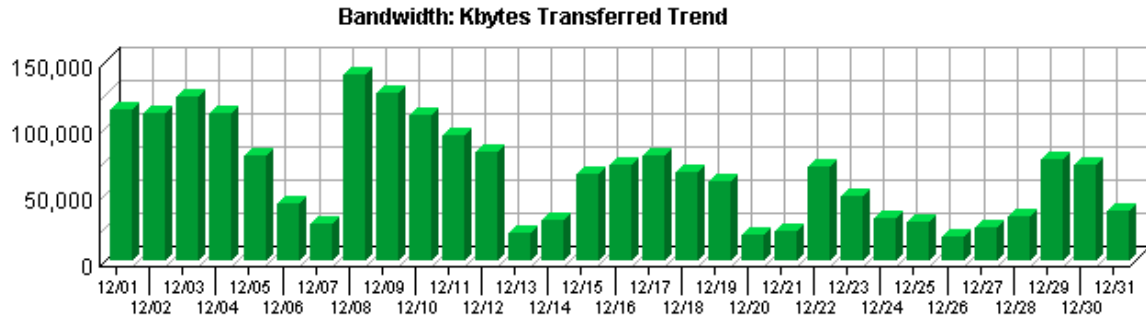
Bandwidth: Kbytes Transferred Trend

Time Interval	Kbytes Transferred	%
12/01	114,253	5.58%
12/02	111,560	5.45%
12/03	124,223	6.07%
12/04	111,645	5.46%
12/05	78,958	3.86%
12/06	42,602	2.08%
12/07	28,135	1.38%
12/08	140,860	6.89%
12/09	126,518	6.18%
12/10	109,970	5.38%
12/11	94,744	4.63%
12/12	82,550	4.03%
12/13	20,820	1.02%
12/14	30,964	1.51%
12/15	64,826	3.17%
12/16	71,862	3.51%
12/17	79,033	3.86%
12/18	66,807	3.27%
12/19	59,765	2.92%
12/20	19,878	0.97%
12/21	21,803	1.07%
12/22	70,251	3.43%
12/23	49,036	2.40%
12/24	32,283	1.58%
12/25	29,778	1.46%

12/26	18,310	0.89%
12/27	24,904	1.22%
12/28	32,820	1.60%
12/29	76,430	3.74%
12/30	72,299	3.53%
12/31	38,005	1.86%
Total	**2,045,875**	**100.00%**

Bandwidth: Kbytes Transferred Trend – Help Card

Kbytes Transferred – Number of kilobytes of data transferred during the specified time interval.

Time Interval – A one–year report displays monthly time increments. A one–quarter report displays weekly time increments. A one–month report or a one–week report displays daily time increments. A daily report displays hourly time increments. An hour–long interval marked 12:00, for example, includes all activity between 12:00 and 12:59.

% – Percentage of total kilobytes of data transferred that were transferred during the specified time interval.

——

Periods of less activity can be considered good times for maintenance and content improvement.

Server Cluster Load Balance

This report compares the performance of individual servers in a cluster.

<div>

No data for this section in the log data analyzed.

</div>

Server Cluster Load Balance – Help Card

?   **Server Name** – Name of the server whose load balance is being tracked.

Hits – Number of hits to the specified server during the report period. Each file requested by a visitor registers as a hit. There can be several hits on each page. While the volume of hits reflects the amount of server traffic, it is not an accurate reflection of the number of pages viewed.

Kbytes Transferred– Number of kilobytes of data transferred to visitors from the specified server.

% – Percentage of hits to your web site that went to the specified server.

––

♀   This report should tell you if any of your servers are overworked or underworked.

Average Time to Serve Pages

This report displays the average amount of time (in milliseconds) it takes to serve pages.
Note: Not all web servers log the information necessary to create this report.
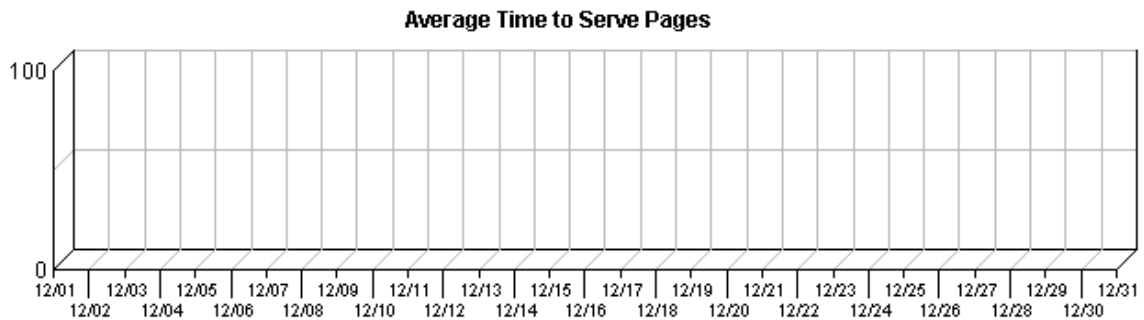
Average Time to Serve Pages

Time Interval	Total Time to Serve	Pages Served	Average Time to Serve
12/01	0	1,612	0
12/02	0	1,616	0
12/03	0	1,920	0
12/04	0	2,995	0
12/05	0	1,231	0
12/06	0	622	0
12/07	0	506	0
12/08	0	1,558	0
12/09	0	2,193	0
12/10	0	1,524	0
12/11	0	1,490	0
12/12	0	1,385	0
12/13	0	379	0
12/14	0	549	0
12/15	0	1,208	0
12/16	0	1,267	0
12/17	0	1,246	0
12/18	0	1,215	0
12/19	0	1,051	0
12/20	0	438	0
12/21	0	471	0
12/22	0	1,283	0
12/23	0	946	0
12/24	0	598	0
12/25	0	621	0

12/26	0	362	0
12/27	0	502	0
12/28	0	673	0
12/29	0	1,341	0
12/30	0	1,457	0
12/31	0	688	0
Total	**0**	**34,947**	**0.0**

Average Time to Serve Pages – Help Card

? **Pages** – Any document, dynamic page, or form. Different types of profiles have different default settings for which file extensions qualify a file as a page. These settings can be changed by the Reporting Center system administrator. Any URL containing a question mark is considered a dynamic page.

Time Interval – A one–year report displays monthly time increments. A one–quarter report displays weekly time increments. A one–month report or a one–week report displays daily time increments. A daily report displays hourly time increments. An hour–long interval marked 12:00, for example, includes all activity between 12:00 and 12:59.

Total Time to Serve – The total amount of time the server spent serving documents during the specified time interval.

Pages Served – Number of pages served to visitors during the specified time interval.

Average Time to Serve – Average amount of time (in milliseconds) it took to serve each document during the specified time interval. The time to serve spans from the time the server got a page request until it transmitted all the data.
Note: Zero values in this column probably indicates that your web server is not logging Time to Serve information.

––
♀ Consider increasing your available bandwidth if the times to serve spike at rates disproportionate to the number of documents served during the same time interval. If you see this problem and have enough bandwidth, your server power may be a factor.

Errors Dashboard

This displays key graphs and tables that provide an overview of the Errors chapter. Click on the title of a graph or table to navigate to the corresponding page.

Technical Statistics

Total Hits	52,183	100%
Successful Hits	42,236	80.94%
Failed Hits	9,947	19.06%
Cached Hits	7,450	14.28%

Client Errors
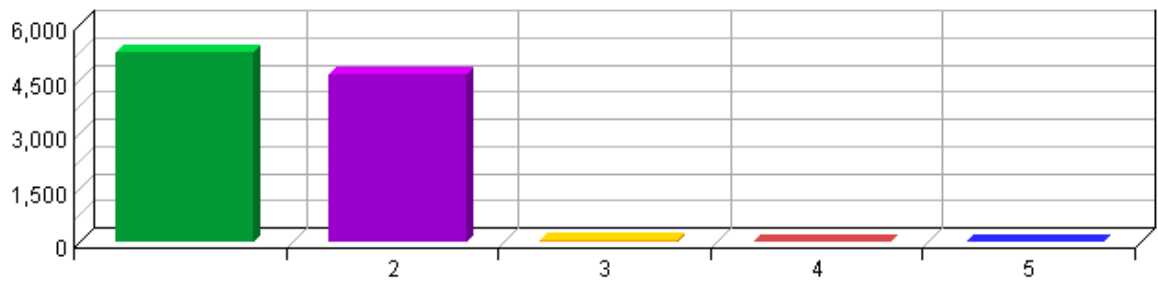
File Not Found Errors
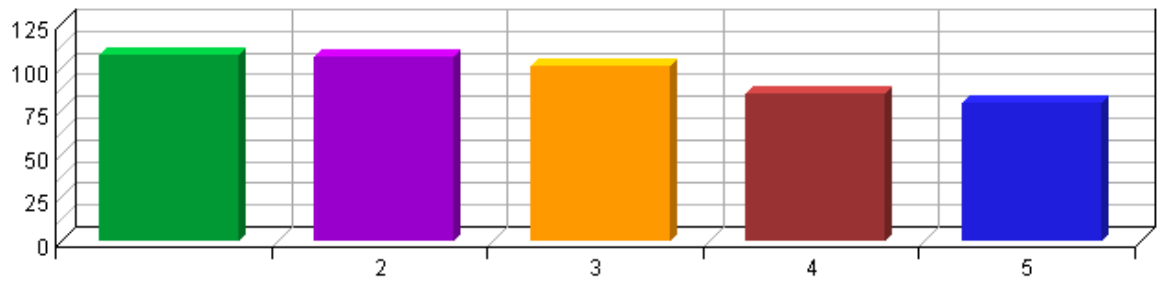
Client Errors

This report identifies the error codes from the browsers accessing your server.

Client Errors

	HTTP Status Codes	Hits	%
1.	404 Not Found	5,243	52.71%
2.	403 Forbidden	4,651	46.76%
3.	000 Incomplete / Undefined	47	0.47%
4.	400 Bad Request	5	0.05%
5.	413 Request Entity Too Large	1	0.01%
	Total	**9,947**	**100.00%**

Client Errors – Help Card

? **Client Errors** – An error caused by a problem on your visitor's end of the web site connection. The server is not responsible for client errors.

Hits – Number of failed hits that returned this status code.

HTTP Status Codes – The status code for the specific error that occurred.

% – Percentage of total failed hits that returned this status code.

––

Use this page to determine what maintenance is necessary.

File Not Found Errors

This report identifies files that returned "404 – Not Found" or "410 – Gone" errors from your server.

File Not Found Errors

	Files Not Found and Referring URL	Hits	%
1.	**/ncer/rfa/futures.html** (no referrer)	107	2.04%
2.	**/ncer/rfa/ecohab01.html** (no referrer)	106	2.02%
3.	**/ncer/rfa/current/** **2004_mai_undergrad_fellow.html** (no referrer)	101	1.93%
4.	**/ncer/rfa/phytore00.html** (no referrer)	85	1.62%
5.	**/ncer/rfa/sbir2002.html** (no referrer)	79	1.51%
6.	**/ncer/rfa/water.html** (no referrer)	79	1.51%
7.	**/ncer/rfa/02nanotech.html** (no referrer)	77	1.47%
8.	**/ncer/rfa/mixtures00.html** (no referrer)	76	1.45%
9.	**/ncer/rfa/empact99.html** (no referrer)	73	1.39%
10.	**/ncer/rfa/02dmvep.html** (no referrer)	72	1.37%
11.	**/ncer/rfa/99fellow.html** (no referrer)	72	1.37%
12.	**/ncer/rfa/batch2.html** (no referrer)	72	1.37%
13.	**/ncer/rfa/ungradmaifell01. html** (no referrer)	69	1.32%
14.	**/ncer/rfa/dchildvul.html** (no referrer)	69	1.32%
15.		68	1.30%

	/ncer/rfa/current/ **2004_mai_grad_fellow.html** (no referrer)		
16.	**/ncer/rfa/2002stargradfellann. html** (no referrer)	66	1.26%
17.	**/ncer/rfa/bfutur.html** (no referrer)	65	1.24%
18.	**/ncer/rfa/undgrad.html** (no referrer)	62	1.18%
19.	**/ncer/rfa/02ecohab.html** (no referrer)	60	1.14%
20.	**/ncer/rfa/cendo.html** (no referrer)	57	1.09%
	Subtotal	**1,515**	**28.90%**
	Other	**3,728**	**71.10%**
	Total	**5,243**	**100.00%**

Server Errors

This report lists the errors which occurred on the server.

<div style="border:1px solid black; padding:10px; text-align:center;">

These errors did not occur in the log data during the requested reporting period.

</div>

<div style="border:1px solid black; padding:10px;">

Server Errors – Help Card

? **Hits** – Number of failed hits of the type specified in the "Pages" column. Each file requested by a visitor registers as a hit. There can be several hits on each page. While the volume of hits reflects the amount of server traffic, it is not an accurate reflection of the number of pages viewed.

HTTP Status Codes – The status code for the specific error that occurred.

% – Percentage of failed hits that were of the specified type.

––

♀ Use this page to determine what maintenance is necessary.

</div>

Activity Dashboard

This displays key graphs and tables that provide an overview of the Activity chapter. Click on the title of a graph or table to navigate to the corresponding page.

Hits by Hour of the Day
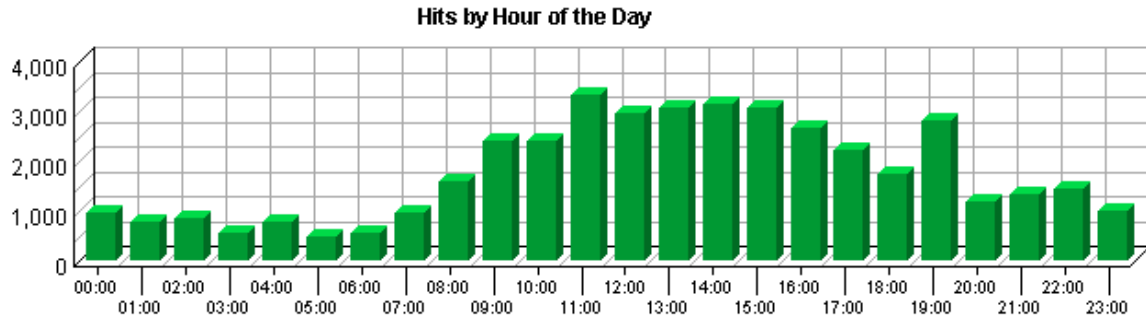
Most Active Summary

Most Active Date	December 04, 2003
Number of Hits on Most Active Date	3,501
Most Active Day of the Week	Tue
Most Active Hour of the Day	11:00−11:59

Activity on Weekdays Summary

Total Hits Weekdays	37,443
Total Visits Weekdays	14,203
Average Number of **Visits** per day on Weekdays	617
Average Number of **Hits** per day on Weekdays	1,627

Average Time to Serve Pages
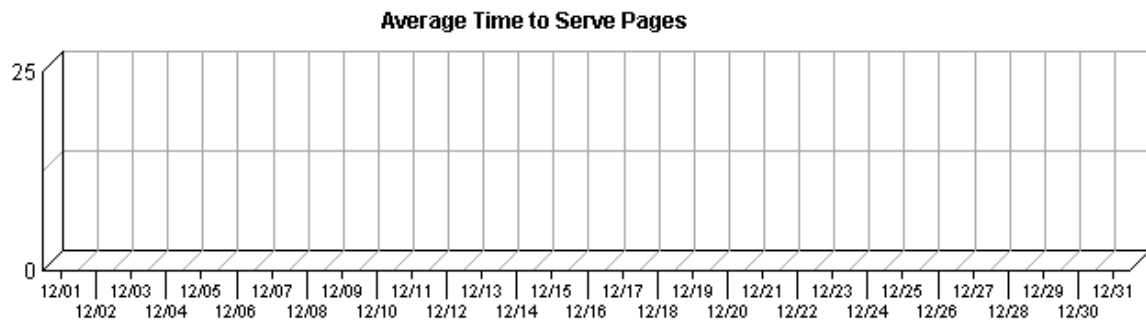
Hits by Day of the Week
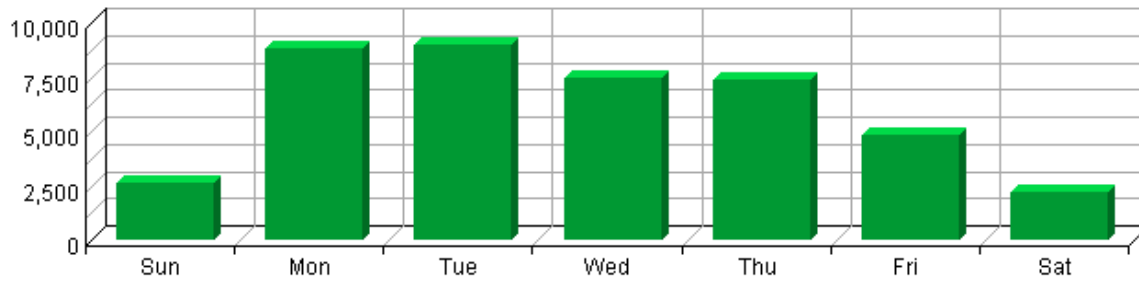
Least Active Summary

Least Active Date	December 26, 2003
Number of Hits on Least Active Date	391
Least Active Day of the Week	Sat
Least Active Hour of the Day	05:00–05:59

Activity on Weekends Summary

Total Hits Weekend	4,793
Total Visits Weekend	1,886
Average Number of **Visits** per Weekend	471
Average Number of **Hits** per Weekend	1,198

Bandwidth: Kbytes Transferred Trend
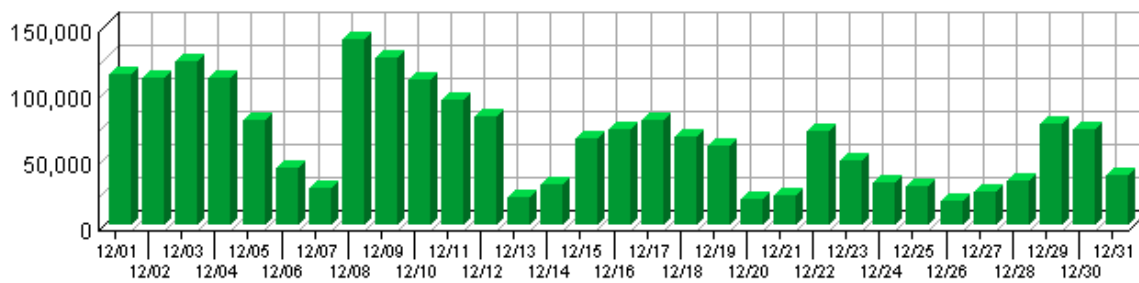
Visits by Number of Pages Viewed

This report shows you how many times visitors viewed one page, how many viewed two pages, etc.
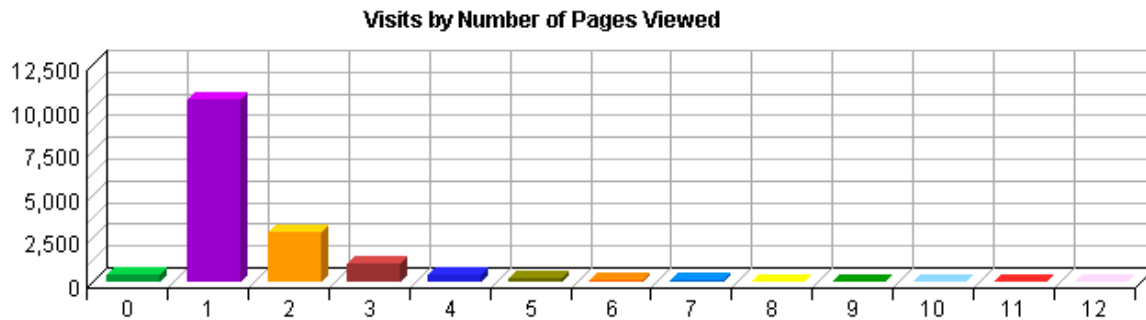
Visits by Number of Pages Viewed

	Number of Pages Viewed	Visits	%
Pages	0	383	2.38%
Pages	1	10,460	65.01%
Pages	2	2,836	17.62%
Pages	3	1,090	6.77%
Pages	4	462	2.87%
Pages	5	252	1.57%
Pages	6	150	0.93%
Pages	7	85	0.53%
Pages	8	52	0.32%
Pages	9	30	0.19%
Pages	10	25	0.16%
Pages	11	13	0.08%
Pages	12	19	0.12%
Pages	**Subtotal**	**15,857**	**98.55%**
Pages	**Other**	**234**	**1.45%**
	Total	**16,091**	**100.00%**

Visits by Number of Pages Viewed – Help Card

? **Number of Pages Viewed** – The number of pages viewed during a visit. If the visitor viewed only non–page files such as a .gif or a .jpeg, the count of pages viewed is zero for that visit.

Visits – Number of visits by visitors who viewed the specified number of pages. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle–time limit. The default

idle−time limit is thirty minutes. This time limit can be changed by the system administrator.

% – Percentage of total visits by people who viewed the specified number of pages.

−−

💡 You can use this information to quickly find out the number and percentages of viewers who read a given number of pages on your site. If most visitors only view a few pages, it may indicate that they cannot find the content they are looking for.

Visits by Day of the Week

This report shows the activity for each day of the week within the reporting period. Unsuccessful hits are not included.
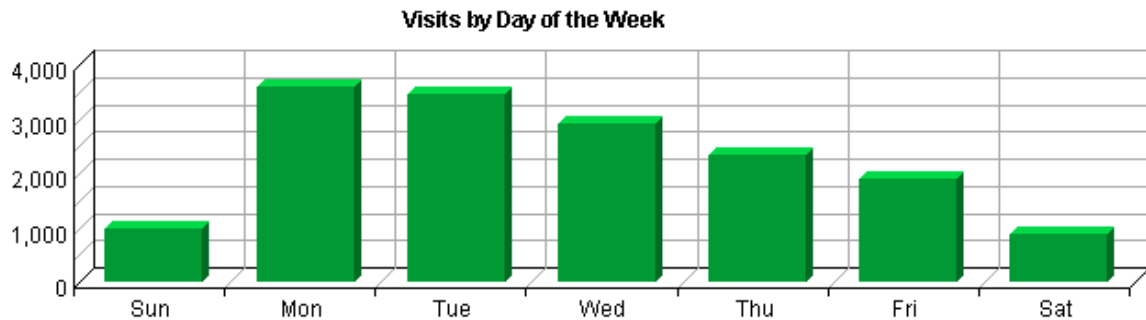
Visits by Day of the Week

Day	Visits	%
Sun	997	6.20%
Mon	3,593	22.33%
Tue	3,469	21.56%
Wed	2,923	18.17%
Thu	2,326	14.46%
Fri	1,892	11.76%
Sat	889	5.53%
Total Weekend	**1,886**	**11.72%**
Total Weekdays	**14,203**	**88.28%**
Total	**16,089**	**100.00%**

Visits by Day of the Week – Help Card

? **Day** – Specified day of the week being tracked.

Visits – Number of visits on the specified day of the week. If the report period is longer than one week, and there are, for example, two Mondays, the value represented includes the combined total of both Mondays. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle–time limit. The default idle–time limit is thirty minutes. This time limit can be changed by the system administrator.

% – Percentage of total visits that occurred on the specified day of the week.

––

♀ Number of visits on the specified day of the week. If the report period is longer than one

week, and there are, for example, two Mondays, the value represented includes the combined total of both Mondays. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle–time limit. The default idle–time limit is thirty minutes. This time limit can be changed by the system administrator.

Hits by Day of the Week

This report shows the activity for each day of the week within the reporting period. Unsuccessful hits are not included.
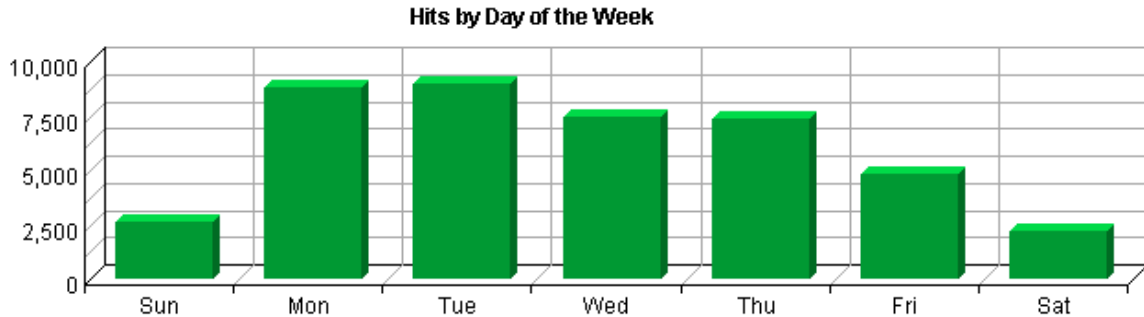
Hits by Day of the Week

Day	Hits	%
Sun	2,607	6.17%
Mon	8,837	20.92%
Tue	8,953	21.20%
Wed	7,441	17.62%
Thu	7,366	17.44%
Fri	4,846	11.47%
Sat	2,186	5.18%
Total Weekend	**4,793**	**11.35%**
Total Weekdays	**37,443**	**88.65%**
Total	**42,236**	**100.00%**

Hits by Day of the Week – Help Card

? **Day** – Specified day of the week being tracked.

Hits – Number of hits on the specified day of the week. Each file requested by a visitor registers as a hit. There can be several hits on each page. While the volume of hits reflects the amount of server traffic, it is not an accurate reflection of the number of pages viewed.

% – Percentage of total hits that occurred on the specified day of the week.

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♀ Days of less activity should be considered good days for maintenance and content improvement.

Visits by Hour of the Day

This report shows activity for each hour of the day. It also shows the most and the least active hours of the day for the report period.
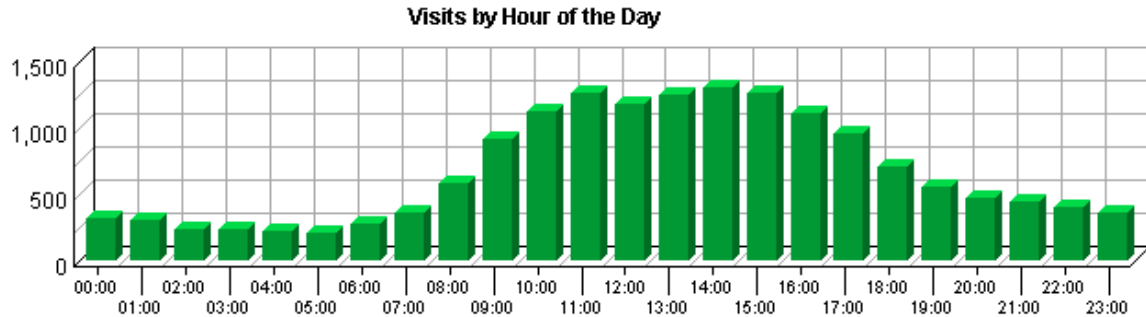
Visits by Hour of the Day

Hour	Visits	%
00:00	313	1.95%
01:00	303	1.88%
02:00	239	1.49%
03:00	243	1.51%
04:00	228	1.42%
05:00	205	1.27%
06:00	278	1.73%
07:00	362	2.25%
08:00	584	3.63%
09:00	920	5.72%
10:00	1,122	6.97%
11:00	1,269	7.89%
12:00	1,178	7.32%
13:00	1,244	7.73%
14:00	1,310	8.14%
15:00	1,259	7.83%
16:00	1,109	6.89%
17:00	957	5.95%
18:00	714	4.44%
19:00	554	3.44%
20:00	476	2.96%
21:00	449	2.79%
22:00	405	2.52%
23:00	368	2.29%
Total Visits during Work Hours (8:00am–5:00pm)	**9,995**	**62.12%**

| Total Visits during After Hours (5:01pm–7:59am) | 6,094 | 37.88% |
| Total | 16,089 | 100.00% |

Summary of Visits by Hour of the Day

Most Active Hour of the Day	14:00–14:59
Least Active Hour of the Day	05:00–05:59

Visits by Hour of the Day – Help Card

?   **Hour** – Specified hour of the day being tracked. An hour–long interval marked 12:00, for example, includes all activity between 12:00 and 12:59.

Least Active Hour of the Day – The specific hour of the day that had the fewest number of hits.

Most Active Hour of the Day – The specific hour of the day that had the largest number of visits.

Visits – Number of visits to your site during the specified hour. If there are several days in the report period, the value presented is the sum of all visits during that hour for all days. All times are referenced to the location of the system running the analysis. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle–time limit. The default idle–time limit is thirty minutes. This time limit can be changed by the system administrator.

% – Percentage of visits to your site that occurred during the specified hour.

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♀ This information can be used to determine which hour of the day is best for system maintenance.

Hits by Hour of the Day

This report shows the most and the least active hour of the day for the report period. The second table breaks down activity for the given report period to show the average activity for each individual hour of the day. If there are several days in the report period, the value presented is the sum of all hits during that period of time for all days. All times are referenced to the location of the system running the analysis.
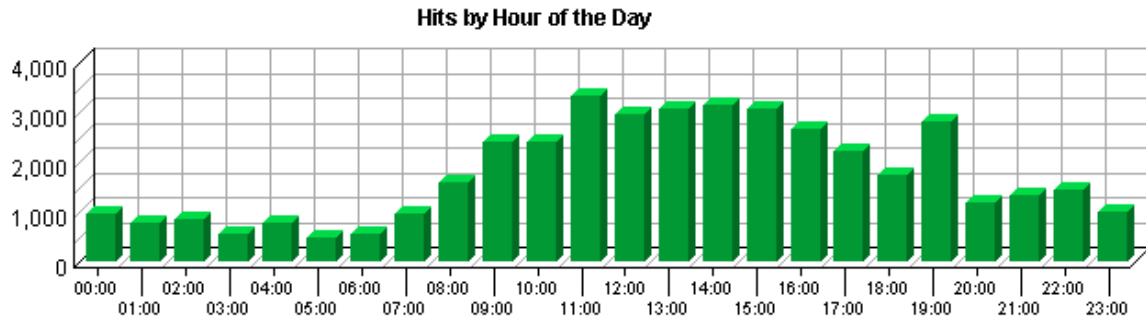
Hits by Hour of the Day

Hour	Hits	%
00:00	960	2.27%
01:00	765	1.81%
02:00	847	2.01%
03:00	574	1.36%
04:00	770	1.82%
05:00	471	1.12%
06:00	538	1.27%
07:00	966	2.29%
08:00	1,579	3.74%
09:00	2,413	5.71%
10:00	2,414	5.72%
11:00	3,334	7.89%
12:00	2,947	6.98%
13:00	3,064	7.25%
14:00	3,156	7.47%
15:00	3,068	7.26%
16:00	2,656	6.29%
17:00	2,210	5.23%
18:00	1,753	4.15%
19:00	2,828	6.70%
20:00	1,171	2.77%
21:00	1,317	3.12%
22:00	1,444	3.42%
23:00	991	2.35%

Total Hits during Work Hours (8:00am–5:00pm)	**24,631**	**58.32%**
Total Hits during After Hours (5:01pm–7:59am)	**17,605**	**41.68%**
Total	**42,236**	**100.00%**

Summary of Hits by Hour of the Day

Most Active Hour of the Day	11:00–11:59
Least Active Hour of the Day	05:00–05:59

<table>
<tr><td colspan="2" align="center">Hits by Hour of the Day – Help Card</td></tr>
<tr><td>?</td><td>

Hour – Specified hour of the day being tracked. An hour–long interval marked 12:00, for example, includes all activity between 12:00 and 12:59.

Hits – Number of hits to your site during the specified hour. If there are several days in the report period, the value presented is the sum of all visits during that hour for all days. All times are referenced to the location of the system running the analysis. Each file requested by a visitor registers as a hit. There can be several hits on each page. While the volume of hits reflects the amount of server traffic, it is not an accurate reflection of the number of pages viewed.

Least Active Hour of the Day – The specific hour of the day that had the fewest number of hits.

Most Active Hour of the Day – The specific hour of the day that had the largest number of hits.

% – Percentage of hits to your site that occurred during the specified hour.

</td></tr>
<tr><td>♀</td><td>

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This information can be used to determine which hour of the day is best for system maintenance.

</td></tr>
</table>

Visit Duration by Visits

This report shows the number and percentages of visits over selected visit lengths.

Visit Duration in Minutes by Visits

Visit Duration by Visits

Visit Duration in Minutes	Visits	%
0–1	12,569	78.11%
1–2	752	4.67%
2–3	403	2.50%
3–4	252	1.57%
4–5	216	1.34%
5–6	170	1.06%
6–7	139	0.86%
7–8	134	0.83%
8–9	100	0.62%
9–10	82	0.51%
10–11	99	0.62%
11–12	70	0.44%
12–13	76	0.47%
13–14	71	0.44%
14–15	58	0.36%
15–16	55	0.34%
16–17	42	0.26%
17–18	39	0.24%
18–19	50	0.31%
19–20	49	0.30%
Subtotal	**15,426**	**95.87%**
Other	**665**	**4.13%**
Total	**16,091**	**100.00%**

Visit Duration by Visits – Help Card

? **Visit Duration (minutes)** – The number of minutes your web site was viewed.

Visits – Number of visitors who viewed your page for the specified duration of time. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle–time limit. The default idle–time limit is thirty minutes. This time limit can be changed by the system administrator.

% – Percentage of visitors who viewed your page for the specified duration of time.

––

♀ This information tells you how many visitors view your site for specific intervals of time.

Visit Duration by Page Views

This report shows the number and percentages of pages views over selected visit lengths.

Visit Duration in Minutes by Page Views
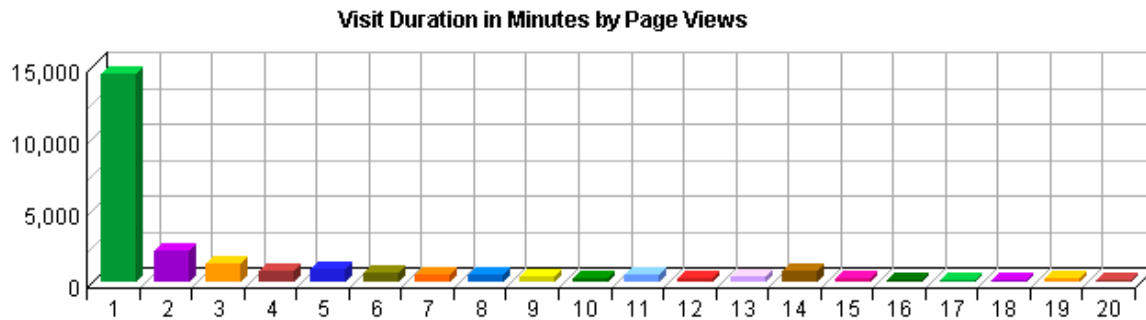
Visit Duration by Page Views

Visit Duration in Minutes	Views	%
0–1	14,512	41.52%
1–2	2,243	6.42%
2–3	1,265	3.62%
3–4	826	2.36%
4–5	872	2.49%
5–6	590	1.69%
6–7	494	1.41%
7–8	460	1.32%
8–9	373	1.07%
9–10	301	0.86%
10–11	449	1.28%
11–12	307	0.88%
12–13	442	1.26%
13–14	734	2.10%
14–15	318	0.91%
15–16	186	0.53%
16–17	192	0.55%
17–18	185	0.53%
18–19	239	0.68%
19–20	188	0.54%
Subtotal	**25,176**	**72.03%**
Other	**9,777**	**27.97%**
Total	**34,953**	**100.00%**

? **Page** – Any document, dynamic page, or form. Different types of profiles have different default settings for which file extensions qualify a file as a page. These settings can be changed by the Reporting Center system administrator. Any URL containing a question mark is considered a dynamic page.

Visit Duration (minutes) – The number of minutes your web site was viewed.

Views – A page view is A hit to any file classified as a page. Contrast page views with hits, which counts files of every type.

% – Percentage of visitors who viewed your page for the specified duration of time.

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💡 This information tells you how many visitors view your site for specific intervals of time.

Browsers and Platforms Dashboard

This displays key graphs and tables that provide an overview of the Browsers and Platforms chapter. Click on the title of a graph or table to navigate to the corresponding page.

Top Browsers by Visits
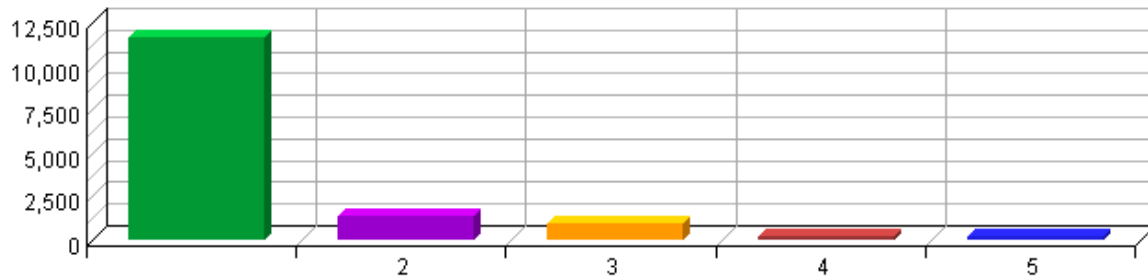
Top Spiders by Visits
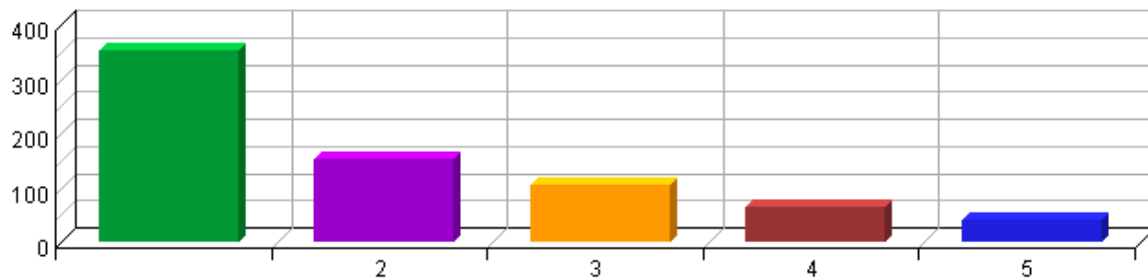
Top Browsers by Visits Trend
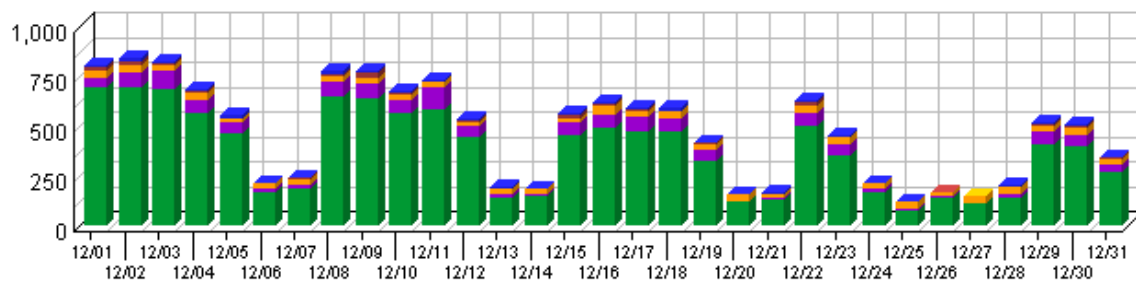
Top Platforms by Visits Trend
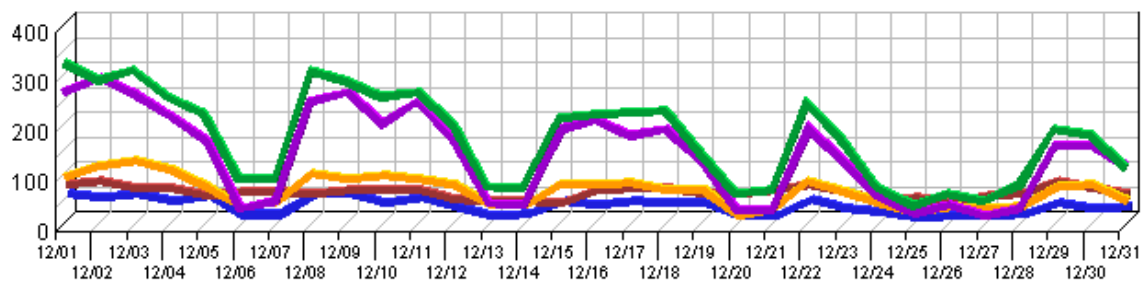
Top Browsers

This report identifies the most popular browsers used by visitors to your site. This information will only be displayed if your server is logging the browser/platform information.

Top Browsers by Visits Trend

Top Browsers by Visits
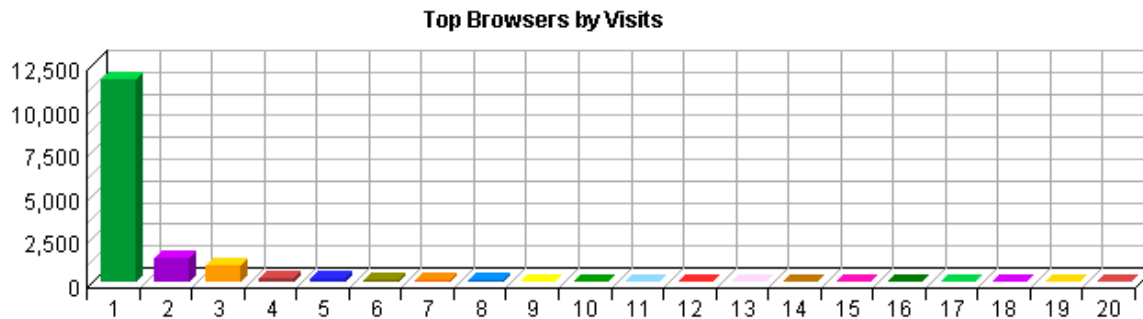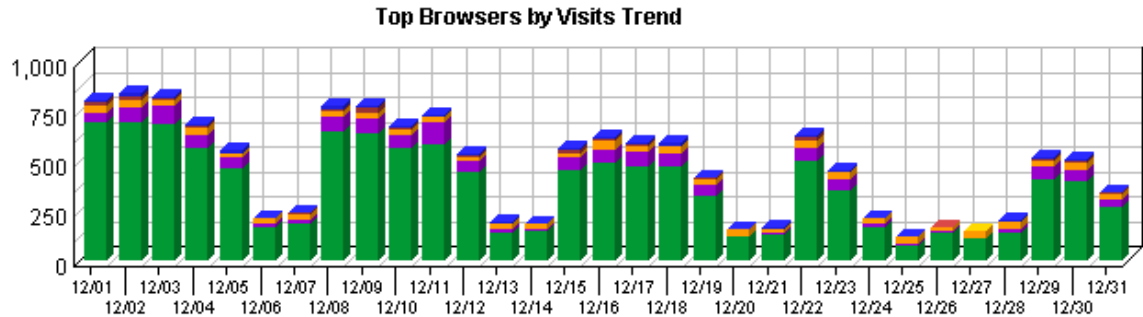
Top Browsers

	Browser	Visits	%	Hits
1.	Microsoft Internet Explorer	**11,640**	**76.25%**	28,107
2.	Netscape	**1,425**	**9.34%**	3,225
3.	Other Netscape Compatible	**972**	**6.37%**	1,814
4.	Mozilla	**216**	**1.42%**	449
5.	Safari	**195**	**1.28%**	348
6.	MultiText/0.1	**107**	**0.70%**	762
7.	Others	**106**	**0.69%**	219
8.	libwww−perl/5.76	**74**	**0.48%**	481
9.	Java/1.4.1	**48**	**0.31%**	75
10.	Opera	**40**	**0.26%**	47
11.	LinkVerifier1.1	**31**	**0.20%**	62
12.	Jakarta Commons−HttpClient/2.0rc2	**31**	**0.20%**	86
13.	msnbot/0.11 (http://search.msn.com/msnbot.htm)	**29**	**0.19%**	53
14.	Java/1.4.1_01	**28**	**0.18%**	54
15.	Konqueror	**18**	**0.12%**	24
16.	Webdup/0.9	**17**	**0.11%**	94
17.	ia_archiver	**17**	**0.11%**	79

18.	Java/1.4.2_01	16	0.10%	445
19.	LWP::Simple/5.65	13	0.09%	14
20.	Verity–URL–Gateway/2.4	13	0.09%	28
	Subtotal	**15,036**	**98.50%**	**36,466**
	Other	**229**	**1.50%**	**1,674**
	Total	**15,265**	**100.00%**	**38,140**

Top Browsers – Help Card

? **Browser** – A program used to locate and view web pages. These include Netscape, Microsoft Internet Explorer, Opera and others.

Hits – Number of hits from visitors using the specified browser. Each file requested by a visitor registers as a hit. There can be several hits on each page. While the volume of hits reflects the amount of server traffic, it is not an accurate reflection of the number of pages viewed.

Total – The total activity based on the sort column (hits or visits) where there was sufficient information to identify the browser. This number may be less than the total visits or hits overall.

Visits – The total visits where there was sufficient information to identify the browser. This number may be less than the total visits overall. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle–time limit. The default idle–time limit is thirty minutes. This time limit can be changed by the system administrator.

% – Percentage of total for the sort column (hits or visits) by those using the specified browser.

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♀ Browser data can help you determine how to configure your site for optimal viewing.

Note: Any hits identified as originating from a spider (an automated program that searches the Internet) are not counted in this table. Also, if a browser does not identify itself in its request to the Web server, it will get counted on this page as an "Other."

Top Browsers by Version

This report lists the browser versions most common among your visitors.
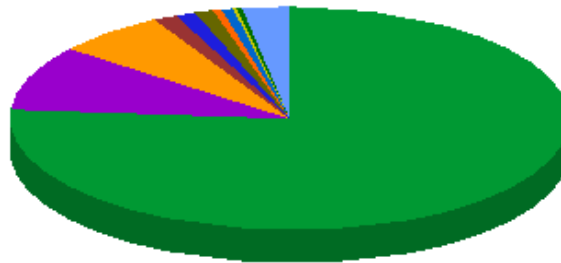
Top Browsers by Version

	Browser	Version	Visits	%	Hits
1.	Microsoft Internet Explorer	6.0	**9,212**	**60.35%**	22,133
		5.5	**1,109**	**7.26%**	3,380
		5.01	**414**	**2.71%**	890
		5.0	**379**	**2.48%**	658
		5.22	**131**	**0.86%**	259
		4.01	**105**	**0.69%**	253
		5.21	**46**	**0.30%**	63
		5.23	**45**	**0.29%**	110
		5.14	**40**	**0.26%**	67
		Version Unknown	**33**	**0.22%**	48
		4.0	**21**	**0.14%**	34
		5.16	**20**	**0.13%**	45
		5.17	**17**	**0.11%**	23
		5.15	**14**	**0.09%**	20
		5.13	**11**	**0.07%**	21
		6.0b	**9**	**0.06%**	13
		5.00	**7**	**0.05%**	44
		4.40.305beta	**6**	**0.04%**	11
		4.40.426	**5**	**0.03%**	8
		5.12	**4**	**0.03%**	4
		5.2	**3**	**0.02%**	10
		4.5	**3**	**0.02%**	4
		5.0b1	**2**	**0.01%**	2
		1.	**2**	**0.01%**	5
		3.02	**1**	**0.01%**	1
		3.0b	**1**	**0.01%**	1

			Other	0	0.00%	0
2.		Netscape	7.1	441	2.89%	941
			7.02	153	1.00%	296
			7.0	132	0.86%	246
			4.79	95	0.62%	184
			7.01	67	0.44%	153
			4.76	65	0.43%	114
			4.78	45	0.29%	106
			4.5	41	0.27%	95
			4.75	39	0.26%	90
			4.7	37	0.24%	71
			4.77	35	0.23%	65
			6.2.3	31	0.20%	87
			4.8	25	0.16%	64
			4.73	21	0.14%	43
			6.2.1	20	0.13%	58
			4.74	19	0.12%	30
			4.61	18	0.12%	44
			4.08	17	0.11%	31
			Version Unknown	16	0.10%	274
			4.75C–CCK–MCD	14	0.09%	28
			4.0	13	0.09%	19
			4.73C–CCK–MCD	9	0.06%	37
			6.2	9	0.06%	16
			4.72	7	0.05%	12
			4.7C–CCK–MCD	7	0.05%	15
			4.05	6	0.04%	11
			6.2.2	6	0.04%	7
			4.6	5	0.03%	9
			4.x	5	0.03%	26
			4.79C–CCK–MCD	5	0.03%	8
			1.0.1	5	0.03%	12
			4.77C–CCK–MCD	4	0.03%	11
			6.1	3	0.02%	5
			4.01	3	0.02%	6
			4.06	2	0.01%	3
			4.07	2	0.01%	5
			4.79C–SGI	1	0.01%	1
			4.0r	1	0.01%	1
			4.51	1	0.01%	1
			Other	0	0.00%	0
3.		Other Netscape Compatible	Version Unknown	972	6.37%	1,814

		Other	0	0.00%	0
4.	Mozilla	20031007	64	0.42%	126
		20030624	52	0.34%	92
		20030225	13	0.09%	41
		20030312	11	0.07%	15
		20021112	9	0.06%	16
		20021130	8	0.05%	20
		20030425	6	0.04%	13
		20030728	5	0.03%	7
		20030313	3	0.02%	6
		20020826	3	0.02%	4
		20021003	3	0.02%	6
		20030507	3	0.02%	23
		20031030	3	0.02%	5
		20031208	3	0.02%	3
		DEVONTECH	2	0.01%	4
		20031008	2	0.01%	2
		20030701	2	0.01%	12
		20031204	2	0.01%	4
		20030930	1	0.01%	1
		20021016	1	0.01%	9
		20020623	1	0.01%	1
		20030529	1	0.01%	2
		20020408	1	0.01%	4
		20031004	1	0.01%	2
		20030904	1	0.01%	1
		20030428	1	0.01%	2
		20031026	1	0.01%	1
		20031119	1	0.01%	1
		20010901	1	0.01%	1
		20031120	1	0.01%	3
		20030827	1	0.01%	3
		20030925	1	0.01%	1
		20031129	1	0.01%	1
		20030630	1	0.01%	2
		20031024	1	0.01%	2
		20020513	1	0.01%	1
		20020503	1	0.01%	8
		20010316	1	0.01%	2
		20030914	1	0.01%	1
		20020924	1	0.01%	1
		Other	0	0.00%	0

5.	Safari	85.6	**64**	**0.42%**	119
		100.1	**59**	**0.39%**	107
		85	**32**	**0.21%**	62
		85.5	**21**	**0.14%**	27
		100	**19**	**0.12%**	33
		Other	**0**	**0.00%**	**0**
6.	MultiText/0.1	Version Unknown	**107**	**0.70%**	762
		Other	**0**	**0.00%**	**0**
7.	Others	Version Unknown	**106**	**0.69%**	219
		Other	**0**	**0.00%**	**0**
8.	libwww−perl/5.76	Version Unknown	**74**	**0.48%**	481
		Other	**0**	**0.00%**	**0**
9.	Java/1.4.1	Version Unknown	**48**	**0.31%**	75
		Other	**0**	**0.00%**	**0**
10.	Opera	7.20	**17**	**0.11%**	17
		7.11	**8**	**0.05%**	9
		7.21	**5**	**0.03%**	6
		7.23	**4**	**0.03%**	7
		7.0	**2**	**0.01%**	2
		7.10	**2**	**0.01%**	3
		6.0	**1**	**0.01%**	2
		7.02	**1**	**0.01%**	1
		Other	**0**	**0.00%**	**0**
11.	LinkVerifier1.1	Version Unknown	**31**	**0.20%**	62
		Other	**0**	**0.00%**	**0**
12.	Jakarta Commons−HttpClient/2.0rc2	Version Unknown	**31**	**0.20%**	86
		Other	**0**	**0.00%**	**0**
13.	msnbot/0.11 (http://search.msn.com/msnbot.htm)	Version Unknown	**29**	**0.19%**	53
		Other	**0**	**0.00%**	**0**
14.	Java/1.4.1_01	Version Unknown	**28**	**0.18%**	54
		Other	**0**	**0.00%**	**0**
15.	Konqueror	3.1	**5**	**0.03%**	10
		3.1−RC4	**2**	**0.01%**	2
		3.1−RC6	**2**	**0.01%**	2
		3.0	**1**	**0.01%**	1
		3.0−RC6	**1**	**0.01%**	1
		3.0−RC2	**1**	**0.01%**	1
		3.1−RC3	**1**	**0.01%**	1
		3.1−RC1	**1**	**0.01%**	1
		3.0−RC1	**1**	**0.01%**	1
		3.0−RC5	**1**	**0.01%**	1
		2.1.1	**1**	**0.01%**	2

		3	**1**	**0.01%**	1
		Other	**0**	**0.00%**	**0**
16.	Webdup/0.9	Version Unknown	**17**	**0.11%**	94
		Other	**0**	**0.00%**	**0**
17.	ia_archiver	Version Unknown	**17**	**0.11%**	79
		Other	**0**	**0.00%**	**0**
18.	Java/1.4.2_01	Version Unknown	**16**	**0.10%**	445
		Other	**0**	**0.00%**	**0**
19.	LWP::Simple/5.65	Version Unknown	**13**	**0.09%**	14
		Other	**0**	**0.00%**	**0**
20.	Verity−URL−Gateway/2.4	Version Unknown	**13**	**0.09%**	28
		Other	**0**	**0.00%**	**0**
	Subtotal		**15,036**	**98.50%**	**36,466**
	Other		**229**	**1.50%**	**1,674**
	Total		**15,265**	**100.00%**	**38,140**

Top Browsers by Version – Help Card

Browser – A program used to locate and view web pages. These include Netscape, Microsoft Internet Explorer, Opera and others.

Visits – Number of visits to this page. A visit is a series of actions that begins when a visitor views the first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle−time limit. The default idle−time limit is thirty minutes. This time limit can be changed by the system administrator.

% – Percentage of the total visits in which the visitor viewed this page at least once.

Hits – Each file requested by a visitor registers as a hit. There can be several hits on each page. While the volume of hits reflects the amount of server traffic, it is not an accurate reflection of the number of pages viewed.

−−

This information can help you decide which technology to implement on your site. You can determine whether the majority of your visitors are ready to benefit from the latest technologies (DHTML, Flash, etc.) available with the most recent versions of the main browsers.

Top Spiders

This report identifies robots, spiders, crawlers and search services visiting your site. The spiders shown in this report are based on a configured list in the product code. If your site uses JavaScript tagging to monitor traffic (for example, WebTrends SmartSource Data Collector), only spiders that use JavaScript will appear in this report.

Top Spiders by Visits Trend
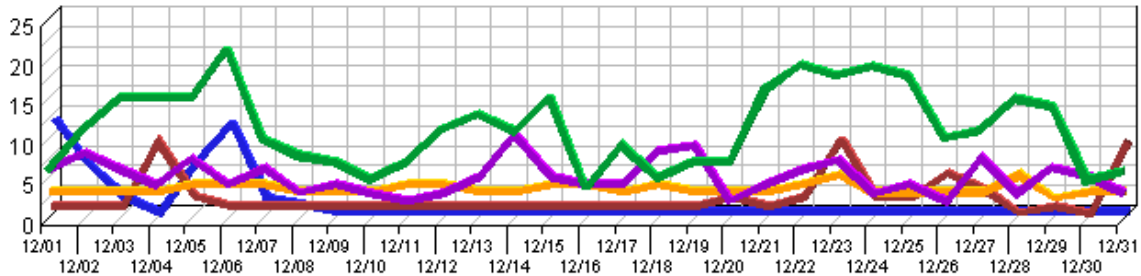
Top Spiders by Visits

Top Spiders

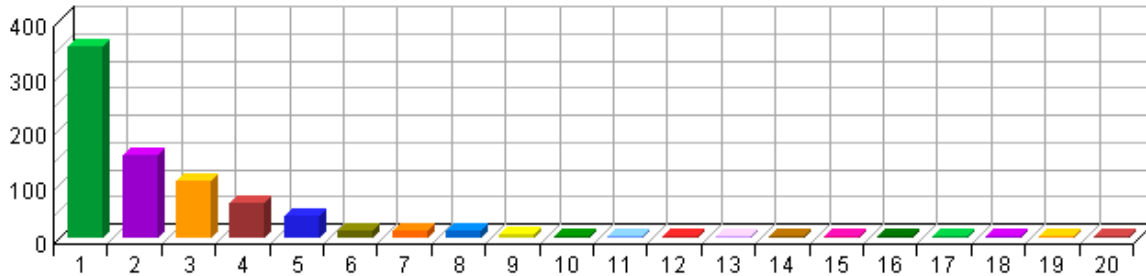|	Spider	Visits	%	Hits
1.	Mozilla/5.0 (Slurp/cat; slurp@inktomi.com; http://www.inktomi.com/slurp.html)	**353**	**42.84%**	580
2.	Googlebot	**153**	**18.57%**	2,184
3.	Scooter	**105**	**12.74%**	105
4.	FAST−WebCrawler	**64**	**7.77%**	81
5.	Mozilla/4.0 compatible ZyBorg/1.0 (wn.zyborg@looksmart.net; http://www.WISEnutbot.com)	**40**	**4.85%**	164
6.	WebTrends	**12**	**1.46%**	742
7.	Linkbot	**12**	**1.46%**	46
8.	Mozilla/4.0 (compatible; MSIE 4.0; Windows NT; Site Server 3.0 Robot) Kemira Agro Uk Ltd	**12**	**1.46%**	66
9.	Enterprise_Search	**6**	**0.73%**	13
10.	Mozilla/4.0 (compatible; MSIE 6.0; Windows NT; MS Search 4.0 Robot)	**5**	**0.61%**	14
11.	http:	**4**	**0.49%**	8
12.	Mozilla/4.0 (compatible; MSIE 6.0; Windows 98; .NET CLR 1.1.4322; MSIECrawler)	**4**	**0.49%**	7

13.	BravoBrian SpiderEngine MarcoPolo	**4**	**0.49%**	5
14.	ADSARobot (adsa−feedback@cnds.ucd.ie)	**4**	**0.49%**	12
15.	QuepasaCreep (crawler@quepasacorp.com)	**3**	**0.36%**	4
16.	Infoseek SideWinder	**3**	**0.36%**	3
17.	net.oneworld.issuemapper.IssueCrawler	**3**	**0.36%**	3
18.	Mozilla/4.0 (compatible; MSIE 6.0; Windows NT 5.1; MSIECrawler)	**3**	**0.36%**	10
19.	Mozilla/4.0 (compatible; MSIE 4.0; Windows NT; Site Server 3.0 Robot) Georgia Tech	**3**	**0.36%**	3
20.	Mozilla/4.0 (compatible; MSIE 6.0; Windows NT 5.0; MSIECrawler)	**2**	**0.24%**	2
	Subtotal	**795**	**96.48%**	**4,052**
	Other	**29**	**3.52%**	**44**
	Total	**824**	**100.00%**	**4,096**

Top Spiders – Help Card

? **Hits** – Number of times the specified spider hit your site. Each file requested by a visitor registers as a hit. There can be several hits on each page. While the volume of hits reflects the amount of server traffic, it is not an accurate reflection of the number of pages viewed.

Spider – An automated program which searches the Internet.

Visits – Number of times the specified spider visited your site. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle−time limit. The default idle−time limit is thirty minutes. This time limit can be changed by the system administrator.

% – Percentage of total spider visits or hits by the specified spider.

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♀ This information is important for a Webmaster trying to block spiders that tax the server. It also tells you what kind of automated attention you have attracted to your site.
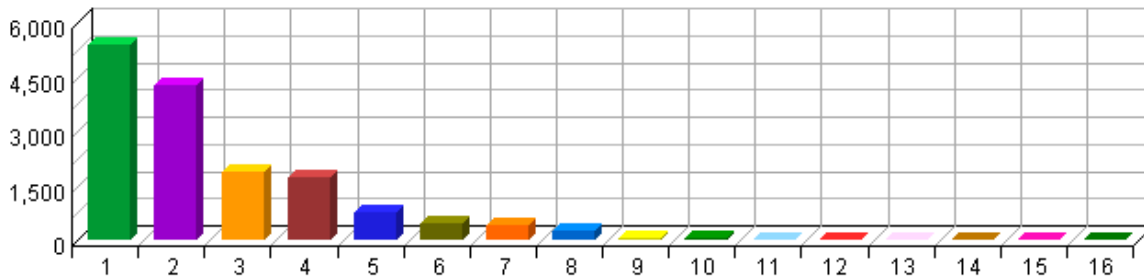
Top Platforms

This report identifies the operating systems most used by the visitors to the site. This information will only be displayed if your server is logging the browser/platform information.

Top Platforms by Visits Trend
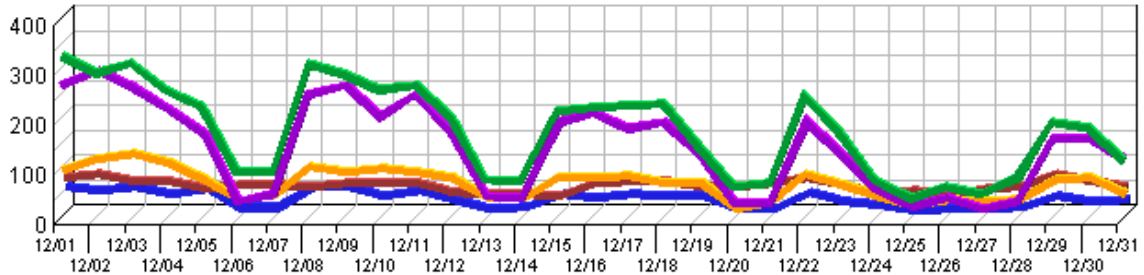
Top Platforms by Visits

Top Platforms

	Platform	Visits	%	Views
1.	Windows XP	**5,385**	**35.28%**	11,560
2.	Windows 2000	**4,261**	**27.91%**	11,855
3.	Windows 98	**1,887**	**12.36%**	4,876
4.	Others	**1,705**	**11.17%**	5,900
5.	Macintosh PowerPC	**777**	**5.09%**	1,473
6.	Windows ME	**458**	**3.00%**	1,017
7.	Windows NT	**410**	**2.69%**	796
8.	Windows 95	**243**	**1.59%**	378
9.	Linux	**71**	**0.47%**	157
10.	FreeBSD	**29**	**0.19%**	32
11.	SunOS	**23**	**0.15%**	36
12.	Windows Win32s	**8**	**0.05%**	50
13.	Windows 2003	**5**	**0.03%**	5
14.	Macintosh	**1**	**0.01%**	1
15.	Windows 3.x	**1**	**0.01%**	1
16.	Hewlett Packard Unix (HP9000)	**1**	**0.01%**	3
	Total	**15,265**	**100.00%**	**38,140**

Top Platforms – Help Card

? **Hits** – Number of hits by visitors using the specified platform. Each file requested by a visitor registers as a hit. There can be several hits on each page. While the volume of hits reflects the amount of server traffic, it is not an accurate reflection of the number of pages viewed.

Platform – The specified platform being analyzed. The operating system used by the visitor to your site.

Total – The total hits or visits that were not identified as from a spider. This number may be less than the total overall.

Visits – Number of visits by visitors using the specified platform. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle–time limit. The default idle–time limit is thirty minutes. This time limit can be changed by the system administrator.

% – Percentage of hits or visits by those using the specified platform.

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♀ This information is useful when determining what content to include on your web site.

Glossary

The following terms are used in Reporting Center reports, and some are used throughout the World Wide Web in general.

Glossary

Active Campaign	The Active Campaign is one that a visitor has seen or received that has not reached the end of its duration.
Active Campaigns	The Active Campaign is one that a visitor has seen or received that has not reached the end of its duration.
Ad	A graphic or banner which takes a visitor to another web site when clicked.
Ad Click	A click on an advertisement which takes a visitor to another web site.
Ad View	Occurs when an ad is displayed to a visitor. Once visitors have viewed an ad, they can click on it (see Ad Click). There may be more than one ad on an ad view.
Authenticated Username	A unique visitor tracked by user name and password rather than by IP address. You may find more authenticated user names than total visitors because several persons may be using the same IP address. Since many ISPs dynamically assign IP addresses, and since multiple visitors may use a single IP address, authentication is a much more accurate way to identify visitors.
Authentication	Technique that limits access to Internet or intranet resources to visitors who identify themselves by entering a user name and password.
Avg. Frequency	This measure is the average number of times these visitors have visited your site over their lifetime.
Avg. Latency	This measure is the average number of days between visits for visitors over their lifetime. Note: A zero latency means the average time between visits is less than 24 hours.
Avg. Lifetime Value	The average lifetime value is the average of the sum of all order values.
Avg. Most Recent Purchase Amt.	The average most recent purchase amount for this group of visitors.
Avg. Recency	The number of days since the last visit is averaged for each visit in the reporting timeframe. Note: A zero recency means you have visited within the last 24 hours, or that the average value is less than one day.
Bandwidth	Measure of the traffic on a site. Bandwidth is expressed as the amount of data transferred in a specified unit of time.
Browser	A program used to locate and view web pages. These include Netscape, Mosaic, Microsoft Internet Explorer, and others.
Campaign Lifetime Value	The total order value associated to the campaign.
Click Through Rate	Percentage of visitors who viewed an ad and also clicked on it. This is a good indication of an ad's effectiveness.
Client	A computer that accesses resources provided by another computer, called a server.
Client Errors	An error occurring due to an invalid request by the visitor's browser. Client errors are in the 400–range. See the "Status Code" glossary entry for more information.

Company Database	The database installed and used by Reporting Center to look up the company name, city, state, and country corresponding to a specific domain name.
Cookies	Files containing information about web site visitors. This information can include the visitor's user name, preferences, etc. The information is provided by visitors during their first visit to a web site. The server records this information in a text file and stores it on the visitor's hard drive. At the beginning of later visits, the server looks for a cookie and configures itself based on the information provided.
Days Since First Purchase	The number of days since the first purchase since these visitors have been tracked.
Days Since Most Recent Purchase	The number of days since the last purchase for the campaign.
Destination Page	A page chosen by the system administrator for Path Analysis. The Path Analysis pages track which clicks brought each visitor to the selected Destination Page.
Domain Name	The text name corresponding to the IP address of a computer on the Internet. For example, www.webtrends.com is a domain name.
Domain Name Lookup	The process of converting an IP address into a text name (for example, 204.245.240.194 is converted to www.webtrends.com).
Entry File	The first file requested by a visitor during a visit to your web site.
Entry Page	The first page viewed during a visit to your web site. If a visit consists only of hits to non−page files, that visit has no entry page. This can cause the total number of entry pages to be less than the total number of visits.
Exit Page	The last page viewed during a visit to your web site. If a visit consists only of hits to non−page files, that visit has no exit page. This can cause the total number of exit pages to be less than the total number of visits.
FTP	File Transfer Protocol. It is a standard method of sending files from one computer to another over the Internet.
File Type	Identifies types of files by their file extension. For example, a file named graphic.gif is identified as type "gif."
Filters	A means of narrowing the scope of a report by specifying ranges or types of data to include or exclude.
First Campaign	The First Campaign is the one that originally drove a visitor to your site.
First Campaign Lifetime Value	The lifetime value is the sum of all order values.
First Campaign Type	User−defined category shown for the first campaign for a visitor. Examples include online banner ads, e−marketing newsletters, and direct mail campaigns.
Frequency	Frequency is the number of times this visitor has visited your site since this visitor has been tracked.
GIF	Graphics Interchange Format. It is a graphics file format commonly used in HTML documents.
Geography	Geography indicates the world region, country, state/province, and city.
HTML	Hypertext Markup Language. It is the programming language for static web pages. It usually includes hypertext links between related objects and documents.
HTTP	Hypertext Transfer Protocol. It is a standard method of transferring data between a Web server and a Web browser.
Hit	Each file requested by a visitor registers as a hit. There can be several hits on each page. While the volume of hits reflects the amount of server traffic, it is not an accurate reflection of the number of pages viewed.
Home Page	The main or introductory page of a web site. The home page provides visitors with an

overview and links to the rest of the site. It often contains or links to a Table of Contents.

Home Page URL	The URL for the home page of the site analyzed in the report.
IP Address	Internet Protocol Address. It is a series of four one– to three–digit numbers separated by periods. It is used to identify a computer connected to the Internet. For example, 212.6.125.76 is an IP address.
JPEG	Joint Photographic Expert Group. It is a compressed graphics format common on the Internet.
Latency	This measure is the average number of days between visits for visitors over their lifetime. Note: A zero latency means the average time between visits is less than 24 hours.
Lifetime Value	This is the maximum value for all orders for this period.
Log File	A file created by a Web or proxy server which contains information about the activity of the server.
Most Recent Campaign	The Most Recent Camapaign is the last one that a visitor has seen or received that has not reached the end of its duration.
New Users	Visitors who didn't have a cookie on their first visit, but had one during later visits.
No Referrer	Indicates visits to your web site that did not originate from any other site. For example, any visitor who types the URL of your site directly into their browser window fits into this category.
Order Count	This measure reflects the number of orders from completed purchases.
Order Value	This measure reflects the monetary amount generated from completed purchases.
Other	In tables showing a variable–length list of items, the number of items may exceed the number that can be viewed at one time. The values for the items not currently shown are added together and shown in the row named "Other."
Page	Any document, dynamic page, or form. Different types of profiles have different default settings for which file extensions qualify a file as a page. These settings can be changed by the Reporting Center system administrator.
Page View	A hit to any file classified as a page. Contrast the value for "page views" with the value for "hits," which includes hits to files of every type.
Palm Browser	A program used on a Palm device to display site content, similar to Netscape or Internet Explorer on PCs.
Palm Device	A portable personal computer small enough to fit in the palm of a person's hand. Reporting Center reports only include Palm devices if the log files shows the device used a Palm browser.
Path Through Site	The sequence of pages a visitor views, from the entry page to the exit page and all pages in between.
Paths from Start	The sequence of pages a visitor views, excluding the entry page.
Paths to Destination	The sequence of pages a visitor views before arriving at a selected Destination Page.
Platform	Refers to the operating system, such as Linux or Windows 98.
Protocol	An established method of exchanging data over the Internet.
Purchase Conversion Funnel	Analysis of the conversion process through a four–step purchase process.
Purchase Count	The total number of purchase transactions (not units ordered) for this visitor since the visitor has been tracked.
Recency	This measure is the number of days since the most recent visit for a visitor.

Referrer	URL of a web page that refers visitors to your site.
Report Period	The dates covered in the report. You may select a report period of any day, week, month, quarter, or year within the data provided by the log analysis.
Returning Visitors	Visitors who already had a cookie from your site before they visited.
Scenario Analysis Step	The name of the step in the defined scenario. The step marks progress on the path that is being monitored.
Script	A simple programming language used to execute specific or limited tasks. Scripts are often used for pages on the Internet to serve dynamic content and to tailor pages for individual visitors.
Search Keywords	A keyword is a single word from within a search phrase. In the phrase "cordless phone" the individual keywords are "cordless" and "phone".
Search Phrase	The search phrase a visitor used to find your site.
Server	A computer that hosts information available to anyone accessing the Internet or an internal intranet.
Server Error	An error occurring on the server. Web server errors have codes in the 500 range.
Single Access Page	A page on your web site that visitors open, then exit from, without viewing any other page. To qualify, the visit must be to a page with a valid document type. If the visit is to a document with a different type (such as a graphic or sound file), the file does not count as a single access page, and the visit is not included in the total. Such visits are often the result of other sites referencing a specific downloadable file or graphic on your site. In these cases, a visit may have a single hit to a non–document type file, and will not be counted in the percentage calculations.
Spider	An automated program which searches the internet.

Status Code	The HTTP status code of a file request specifies whether the transfer was successful or not, and why. These codes are defined in RFC 2616, section 6.1.1.
	
	"Success" codes:
	
	     100 = Success: Continue
	     101 = Success: Switching Protocols
	     200 = Success: OK
	     201 = Success: Created
	     202 = Success: Accepted
	     203 = Success: Non–Authoritative Information
	     204 = Success: No Content
	     205 = Success: Reset Content
	     206 = Success: Partial Content
	     300 = Success: Multiple Choices
	     301 = Success: Moved Permanently
	     302 = Success: Found
	     303 = Success: See Other
	     304 = Success: Not Modified
	     305 = Success : Use Proxy
	     307 = Success : Temporary Redirect
	
	"Failed" codes:
	
	     400 = Failed: Bad Request
	     401 = Failed: Unauthorized
	     402 = Failed: Payment Required
	     403 = Failed: Forbidden

404 = Failed: Not Found
405 = Failed: Method Not Allowed
406 = Failed: Not Acceptable
407 = Failed: Proxy Authentication Required
408 = Failed: Request Time−out
409 = Failed: Conflict
410 = Failed: Gone
411 = Failed: Length Required
412 = Failed: Precondition Failed
413 = Failed: Request Entity Too Large
414 = Failed: Request−URI Too Large
415 = Failed: Unsupported Media Type
416 = Failed: Requested range not satisfiable
417 = Failed: Expectation Failed
500 = Failed: Internal Server Error
501 = Failed: Not Implemented
502 = Failed: Bad Gateway
503 = Failed: Service Unavailable
504 = Failed: Gateway Time−out
505 = Failed: HTTP Version Not Supported

Subtotal	In tables showing a variable length list of items, the number of items may exceed the number that can be viewed at one time. The values for the items currently shown are added together and shown in the row named "Subtotal."
Suffix (Domain Name)	See "Top−Level Domain."
Time Interval	A one−year report displays monthly time increments. A one−quarter report displays weekly time increments. A one−month report or a one−week report displays daily time increments. A daily report displays hourly time increments. An hour−long interval marked 12:00, for example, includes all activity between 12:00 and 12:59.
Time before Order	The number of days between a new buyer's first visit and first purchase.
Time between Purchases	The number of days between a visitor's previous purchase and most recent purchase in this report period.
Top−Level Domain	The suffix of a domain name. A top−level domain can be based on the type of organization (.com, .edu, .museum, .name, etc) or it can be a country code (.uk, .de, .jp, .us, etc.). The top−level domain can be used to identify the type of web site. The following is a partial list of how this report categorizes top−level domains: **ARPANET**: .arpa **Commercial**: .com .co .com.[country code] .co.[country code] .firm.co .firm.ve .ltd.uk .info .biz **Education**: .edu .edu.[country−code] .ed.[country code] .ac.[country code] .school.[country code] .k12.[country code] .re.kr .sch.uk .edunet.tn **International**: .int .int.co .int.ve .intl.tn **Government**: .gov .gov.[country code] .gove.[country code] .go.[country code] **Military**: .mil .mil.[country code] **Network**: .net .ad.jp .ne.kr .net.[country code]

Organization: .org .or .org.[country code] .or.[country code]

Personal: .name

Total	This table row gives the sum of all of the items for the current table during this report period. If the number of items for the table exceeds the number that can be viewed at one time, then a "Subtotal" row and an "Other" row will also be provided, and their sum will equal the Total row.
Traffic	The quantity of data transferred.
URL	Uniform Resource Locator. It is a means of identifying an exact location on the Internet. For example, http://www.webtrends.com/html/info/default.htm is the URL which defines the location of the page Default.htm in the */html/info/* directory on the NetIQ Corporation web site. As the previous example shows, a URL is comprised of four parts: Protocol Type (HTTP), Machine Name (webtrends.com), Directory Path (/html/info/), and File Name (default.htm).
Unique Visitors	Individuals who visited your site during the report period. If someone visits more than once, they are counted only the first time they visit.
User Agent	Portion of a log file that identifies the browser and platform used by a visitor.
Users Without Cookies	Visitors who come to your site with cookies disabled. There is no way to determine if these visitors are new or returning.
Visit	A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle–time limit. The default idle–time limit is thirty minutes. This time limit can be changed by the system administrator.
Visit Duration (Minutes)	The number of minutes your web site was viewed by a visitor.
Visitor Minutes	Total number of minutes your site was viewed by all visitors during the report period.
Visits with Clicks	Visits to your site where at least one ad was clicked on.
WAP Browser	A program used on a WAP device to display site content, similar to Netscape or Internet Explorer on PCs.
WAP Carrier	A server that acts as an intermediary and relays requests from visitors with WAP devices to your site.
WAP Device	A wireless device using Wireless Application Protocol (WAP), such as a cellular telephone or radio transceiver, that can be used to access the Internet. Reporting Center reports only include WAP devices if the log file shows the device used a WAP browser.
WTLS	Acronym for Wireless Transport Layer Security protocol, which is the security layer endorsed by the WAP Forum (www.wapforum.org). Its primary goal is to provide privacy, data integrity, and authentication for WAP applications.